

The Influence of Acculturation on Female Perceptions of Beauty

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Abstract

The purpose of this thesis was to explore the influence of acculturation on female perceptions of beauty. The research objective of this study asked how length of residency in the host country can influence immigrants' perceptions of beauty. The ABC acculturation framework (Ward, Bochner & Furnham, 2001) was used as a theoretical lens of interpretation in this study to help categorise and interpret the data. This thesis was the first time the ABC acculturation framework had been used in a study of this nature. A literature review showed a gap in the interface of acculturation and marketing in the area of immigrant perceptions of beauty.

A constructivist approach was used for this study as it believes that meaning and knowledge are formed based on how a person constructs them, using their own perceptions and comprehensions. As this study is exploring immigrants' perceptions of beauty it was important to understand that the meaning of beauty is subjective to each individual. This was a qualitative study in nature because it provided grounds for in-depth and abstract analysis. 16 Indian immigrants in New Zealand were interviewed in a semi-structured format. Beauty advertisements from both New Zealand and India were used as a medium to facilitate discussion.

The use of the ABC acculturation framework (Ward, Bochner & Furnham, 2001) allowed the data to be effectively categorised into affective, behavioural and cognitive change. The results showed changes in all three areas. The data showed that length of residence had little influence on these changes, however media was found to have notable influence. This finding led to suggested additions and changes to the ABC acculturation framework (Ward, Bochner, & Furnham, 2001). It also provided new insights into an understudied area in literature. Managerially, the findings provided implications for market segmentation, strategic planning and the use of these insights in the creation of marketing communications.

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Chapter One – Introduction

1.1 Background

This thesis explores the association between acculturation and marketing in the context of immigrants' perceptions of beauty. The widely supported definition of acculturation by Redfield, Linton and Herksoyits (1936) states that "acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first hand contact with subsequent changes in the original culture patterns of either or both groups". Acculturation is the process of both psychological and cultural changes that take place as an individual comes into contact with two or more cultural groups. As people engage in the acculturation process differently, variations in the types of changes are created. These variations are referred to as acculturation strategies. The changes can be minor or substantial and can range from being easily accomplished through to being a source of major cultural disruption. These changes are formed through behavioural shifts and acculturative stress and eventually lead to socio-cultural and psychological adaption. (For full descriptions and references for Section 1.1 please see the literature review in Chapter Two).

One of the contributing factors to acculturation is length of residency. Existing length of residency studies have been conducted in the medical field along with the psychology and sociology sector. Majority of the studies found that length of residency did have an influence on various factors. Therefore, justifying it as a viable research topic. (A full list can be found in the literature review in Chapter Two). Some of the changes that occur due to acculturation can be categorised into affective, behavioural and cognitive change (ABC). The ABC acculturation framework (Ward, Bochner & Furnham, 2001) helps categorise and understand these changes. Through analysis and coding of these three areas, the researcher is able to determine potential change in immigrant perceptions of beauty.

Beauty was selected as it is a context that can develop strong cultural perceptions and can be influenced by acculturation. Beauty is also a large industry that has substantial impact on businesses and advertisers. The concept of female beauty translates differently across various cultures and is an area that commonly yields strong perceptions (Ackerman, 1990; Wolf, 1991). Features such as skin

tone, hair type, weight and facial features are perceived differently by people due to a number of different factors, one of which is cross cultural differences (Banner, 1983; Jackson, 1992). Studying the process of acculturation and its influence on immigrants in the context of beauty will yield better understanding towards immigrants' feelings, behaviours and thoughts. Currently there are no studies which explore how immigrants' perceptions of beauty are influenced due to the length of residency in their host country.

Acculturation in marketing is predominantly centred around consumer acculturation and advertising. Consumer acculturation is a division of acculturation and socialisation in which the immigrant consumer learns the behaviours, attitudes and values of a culture that are different from their country of origin (Lee, 1988). Advertising on the other hand focuses on how cultural norms, characteristics and values are embedded in advertisements and how their messages are perceived and accepted (Khairullah, 1995; Hong Muderrisoglu & Zinkhan, 1987; McCracken, 1986). Understanding the affective, behavioural and cognitive changes that an immigrant goes through due to acculturation can provide important academic insight into the areas of consumer behaviour and behavioural change. However, marketing literature shows a gap in this understanding. There are currently no studies which explore the influence of acculturation on the affective, behavioural and cognitive changes in an immigrant. There are also no marketing studies which have explored the influence of acculturation on immigrants' perceptions of beauty. Therefore, there is a gap in understanding how immigrants' perceptions of beauty change over time. This thesis intends to fill that gap by exploring how an immigrant's length of residency influences their perceptions of beauty, using the ABC framework as a theoretical lens of interpretation.

1.2 Problem Orientation

The immigration statistics of New Zealand show that in the year ending January 2019 there were 151,600 migrant arrivals in New Zealand, a 6% increase from the previous year. Of those 151,600 migrant arrivals, 14,700 of them were Indian immigrants. (Stats NZ, 2019). This makes Indian immigrants the second largest group of immigrants in New Zealand. The statistics show that the migrant population has been steadily increasing for a number of years, therefore it is important to understand the role they play in the economy. From a marketing perspective, it is important to understand immigrant

consumption patterns and consumer behaviour in order to understand how the New Zealand market can meet their consumer needs.

As stated above, the area that this study has chosen to focus on is perceptions of beauty. Globally, the cosmetic product market is valued at over 532.43 billion USD and is expected to reach a market value of 805.61 billion USD by 2023 (Orbis Research, 2018). In New Zealand alone, the beauty and healthcare industry is valued at over 1415.7 million (Euromonitor, 2019). As this is a substantial and growing market it is important to understand how immigrants' perceptions of beauty translates over time.

Despite both the immigrant market and the beauty industry having such strong influences on both the New Zealand economy and marketing, there are no studies till date which explore how an immigrant's perceptions of beauty changes over time. This thesis intends to fill that gap. By studying how an immigrant's perceptions of beauty changes over time the thesis will provide marketers with useful information about immigrant behaviour and consumption. This information can be used to effectively target the immigrant market and understand their needs. By doing so businesses and marketers can segment and employ direct marketing to a growing and influential target market effectively.

The purpose of this thesis is to research how immigrants' perceptions of beauty are influenced over time. This will be done by exploring whether the cultural differences in the host country lead to changes in an immigrant's affect, behaviour and cognition with respect to beauty. As advertising embeds messages of cultural norms, values and behaviours it will be used as a medium to explore any changes that occur. This research will not only be bridging an existing gap in academic literature but will also be providing marketers and businesses with insight into the immigrant market. By understanding what the immigrant market wants, businesses will be able to strategize and target the immigrant market more effectively.

1.3 Research Objectives

Through researching acculturation, length of residency and perceptions of beauty literature it became apparent there is currently no link between the two areas. Additionally, the ABC acculturation framework has not been used as a theoretical lens of interpretation in a study of this nature before, nor has immigrant perceptions of beauty been explored in a marketing context. Thus, this research intends to bridge this gap in literature by investigating what links these areas together. The nature of this research is exploratory as it seeks to uncover the basic influence of length of residency on immigrants' perceptions of beauty. Therefore, the research objective and questions of this thesis are as follows:

Research Objective: How does length of an immigrant's residency in the host country influence their perceptions of beauty?

Research Questions:

1. How do any changes in the perceptions of beauty reflect the ABC acculturation framework?
2. What influence does acculturation have on female perceptions of beauty over time?

Using the method proposed in chapter three of this thesis, this research intends to collect data through asking a selection of immigrants about their feelings, behaviours and thoughts towards beauty. The analysis of said data will provide the information pertinent to answering the research questions outlined above.

1.4 Contributions of this Study

The findings of this study have both theoretical and managerial contributions. As stated above, a study pertaining to acculturative changes in an immigrant's perceptions of beauty has not been conducted before. Therefore, the study contributes to both areas by providing new knowledge to a previously understudied topic.

The findings of this study contribute to the literature on both acculturation and marketing. Findings show that media influence has a huge role in the affective, behavioural and cognitive changes of an

immigrant and therefore their perceptions of beauty. This adds to the ABC acculturation framework (Ward et al, 2001). The new addition to the framework shows that media influence of various outlets leads to affective and behavioural changes, which then leads to cognitive changes. Therefore, through this addition, there is a new development to the ABC acculturation framework (Ward et al, 2001).

The ABC acculturation framework (Ward et al, 2001) can also be linked to the experiential hierarchy model (Ray & Sawyer, 1973) which is commonly used in marketing. The findings provide evidence (which can be found in section 5.6) for an alteration to the existing model which accounts for the link between affect and behaviour working together simultaneously to lead to cognitive change. The research therefore contributes to marketing theory and literature. The research also provides another theoretical contribution as it further develops acculturation theory in combining it with the experiential hierarchy model (Ray and Sawyer, 1973).

There are also managerial contributions for marketers in this study. The key managerial contributions pertain to market segmentation, consumer targeting, and brand development. Through these findings marketers are able to effectively understand what the immigrant market seek and how they are able to target them directly. In doing so marketers and businesses are able to ensure that they are securing a large target group in the New Zealand market which will therefore increase their brand reputation and lead to brand loyalty. A full discussion can be found in section 5.7.

1.5 Thesis Overview

The structure of this thesis is as follows:

Chapter two begins with a definition and description of acculturation. This is followed by a review of the literature which have previously explored the influence of length of residency in their studies. The ABC acculturation framework is then expanded upon and the value it adds to this research is explained and validated. The chapter then moves onto detailing the literature surrounding beauty. The perceptions of beauty and the cross cultural differences in beauty are reviewed. Lastly, the chapter bridges together marketing and acculturation through reviewing the current acculturation literature in the marketing field.

The chapter concludes with identifying the gap in literature, leading to the development of the research questions in chapter three.

Chapter Three discusses the research methodology used in this thesis. It begins with outlining the researcher's theoretical perspectives and beliefs on knowledge and how that knowledge is conveyed. It is followed by justifying the choice of methodology, such as the choice of qualitative over quantitative, the choice to use semi-structured interviews and the choice to use advertisements. It further analyses in detail, the method, participants and data analysis used. The chapter concludes with the general ways trustworthiness of the research process were followed.

Chapter Four details the findings of the research. The chapter begins with providing context for the findings and then discusses the key themes that emerged from the data analysis. Each theme is broken down into sub-themes. Each sub-theme is individually explained and description of how each sub-theme relates to a key theme is provided. Text units from in-depth interviews are used to justify and demonstrate the reported themes.

Lastly, Chapter Five discusses the findings from Chapter Four. The findings are linked backed to the research objectives of this thesis to show that they have been met. The importance of the findings are reviewed by outlining the academic contributions and the managerial implications. Lastly, the limitations of the study are outlined and linked with directions for future research which is followed by the conclusion.

Chapter Two – Literature Review

2.1 Introduction

The following chapter is a review of the literature surrounding acculturation, beauty and acculturation in marketing. This review intends to explore whether length of residency can influence immigrants' perceptions of beauty. The literature review aims to set an argument to support this theory and provide the background literature. The acculturation framework is used to support decisions and assumptions for the rest of this thesis.

The chapter begins with explaining acculturation and its processes. This is followed by a summary of the studies that have explored length of residency as an influencing factor in their study. It shows that there are currently no studies which have explored the influence of length of residency on immigrants' perceptions of beauty. The chapter then follows through with detailing the ABC acculturation framework and outlines its use in this research as the theoretical lens of interpretation. The area of beauty is then introduced to show the significant impact that it has on the economy, justifying it as a viable area of business to research. Lastly, a bridge between marketing and acculturation is formed to show the existing research at the interface of acculturation and marketing. The chapter concludes with showing a clear gap in the academic literature with evidence provided to support the justification of this research topic.

2.2 Acculturation

The original definition of acculturation was presented by Redfield, Linton and Herksovits (1936) which stated that "acculturation comprehends those phenomena which result when groups of individuals having different cultures come into continuous first hand contact with subsequent changes in the original culture patterns of either or both groups". This definition has been widely supported by extended literature. In essence, acculturation is the process of both the psychological and cultural changes that takes place as an individual comes into contact with two or more cultural groups.

Acculturation has been occurring since the golden age but academic interest in acculturation began out of concern for the effects of European domination of indigenous people. The focus soon shifted to then

researching how immigrants changed after their entry and settlement into different societies. As time went on and the nature of immigration evolved, researchers began focusing on how ethno-cultural groups related to each other and the changes which occurred as a result of the two groups co-existing in culturally plural societies. Much of the initial research was carried out in countries which were recognised as immigrant-receiving countries. These included Australia, Canada, New Zealand and the United States (Chun, Balls-Organista & Martin, 2003). The studies found that findings of research from one country's culture cannot be generalised to another (Berry, 2005). The same can be understood for time. As time evolves, so do the individuals that make up a country and its culture, thus a study from a different time period will not reflect the culture of a country in another period. Therefore, this requires additional research into how immigrants change after their entry and settlement into different societies reflecting recent times. This will draw more accurate and current findings. Immigrants, seasonal workers, sojourners and students are some of the forms in which new waves of cultural change are coming into New Zealand and have been for decades. With this cultural change they are bringing new perspectives and new behaviours which impact the New Zealand economy. From a business perspective it is important to understand how acculturation impacts their consumer behaviour and whether length of residency alters their perceptions. Thus, this research will be seeking to answer whether length of residency can impact immigrant perceptions.

The chapter proceeds with explaining the types of change in acculturation, the processes and the frameworks which have been developed as per literature.

2.2.1 Types of Change in Acculturation

Acculturation is an extensive process which varies among different groups and individuals. As people engage in the acculturation process differently there are variations created as a result. These variations in the types of change have been termed acculturation strategies which include, assimilation, integration, separation, and marginalisation (Berry, 1980).

The two key issues identified in the acculturation strategy firstly includes, the degree to which people wish to maintain the culture and identity of their heritage and secondly, the extent to which people wish

to associate with those who are outside of their group. Preferences with respect to these two issues determine which acculturation strategy is best suited to an individual or group of individuals. The framework below illustrates the different acculturation strategies in relation to the two key issues (Berry, 1997).

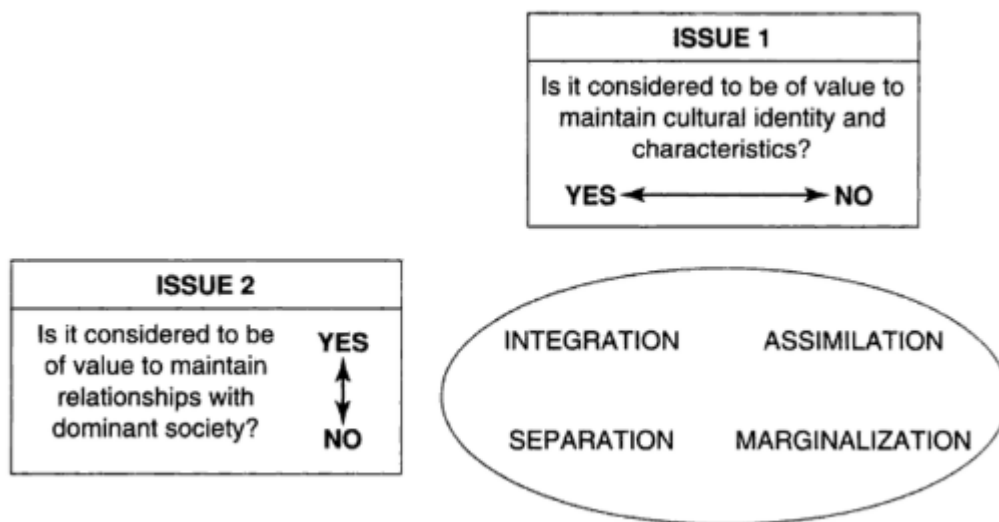


Figure 2.1 Acculturation Strategies (Berry, 1997)

Assimilation is the strategy used when individuals pursue close interaction with other cultures. In most events individuals adopt the cultural values, traditions and norms of the new society they are immersed in. Assimilated individuals aspire to immerse into the new culture completely and prefer to not maintain any of their own cultural identity (Sam & Berry, 2010).

Another strategy that can be employed by individuals is the integration strategy. This is used by individuals who wish to both maintain elements of their original culture and also display an interest in having interactions with the dominant society. The integrated individuals maintain a strong grasp of their values and traditions but also show an active effort to participate as an integral part of the dominant society's larger network.

The separation strategy is adopted by those individuals who do not wish to interact with members of the new society. There is a strong significance placed on the original culture and the values, traditions

and norms that are associated with that. In order to avoid tainting that culture, individuals actively avoid any contact with members of the new society.

The fourth strategy is the marginalisation strategy. This occurs when the individual has no desire to maintain their heritage cultural identity, nor do they wish to develop or maintain relationships with the dominant society. In this situation the individual has most likely undergone enforced cultural loss, leading them to have no interest in cultural maintenance. They have also experienced discrimination or exclusion, leading to no value perceived in the development and maintenance of relationships within the new society.

The process of acculturation is explained as the chapter continues below.

2.2.2 Process of Acculturation

The process of acculturation presents the framework for this study as presented in figure 2.2. Berry (2003) proposed the framework for understanding the process of acculturation. It outlines and links group and individual level acculturation and also identifies the different groups in contact.

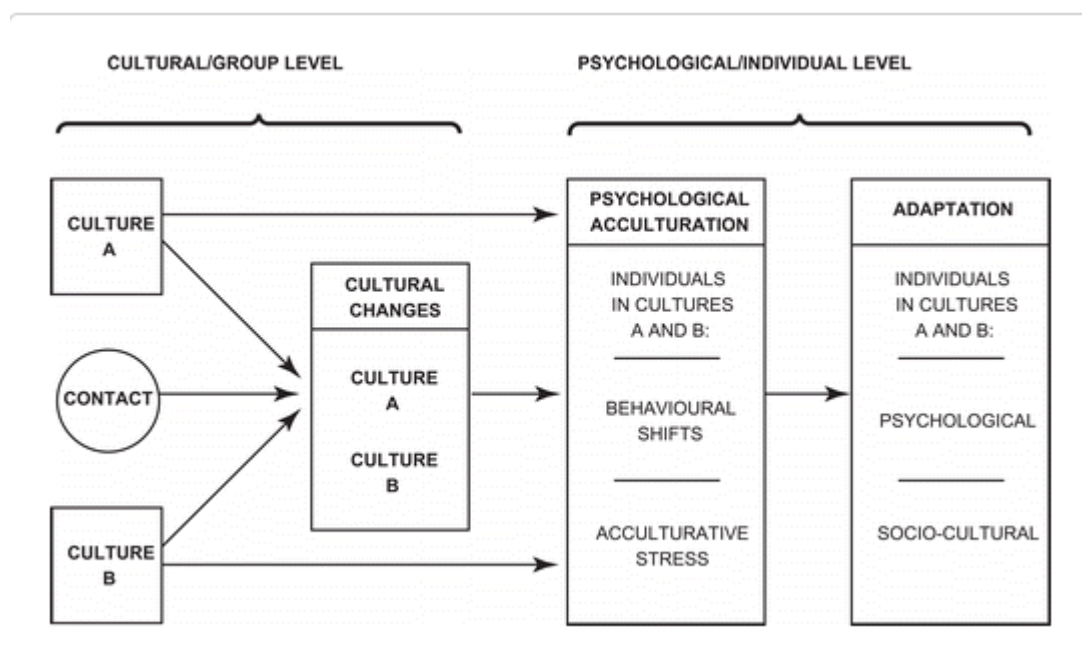


Figure 2.2 Acculturation Framework (Berry, 2003)

Figure 2.2 shows the acculturation framework which outlines the key phenomena that needs to be explored when conducting acculturation research. At the cultural and group level there are two original culture groups, labelled culture A and culture B. The framework suggests that contact between the two cultural groups results in cultural changes, depending on the type of change that occurs during acculturation, i.e. assimilation, integration, separation, marginalisation, which has been discussed above. The changes can be minor or substantial and can range from being easily accomplished through to being a source of major cultural disruption and take the form of behavioural shifts and acculturative stress. These changes eventually lead to socio-cultural and psychological adaption.

There are a number factors which can influence how an individual goes through the process of acculturation. One of those factors is how long that individual has been residing in the new socio-cultural context. This study aims to explore the influence of that factor, to see how length of residency impacts immigrant perceptions. The chapter goes on to present the studies which have previously explored the effects of length of residency in their research.

2.3 Literature Exploring the Influence of Immigrants' Length of Residency

A significant portion of the literature exploring the influence of immigrants' length of residency has been in the medical field. A number of studies have been conducted to determine what effect length of residency in another country has on an individual's health. All of the studies have employed a quantitative approach to their research. A description of the studies testing length of residency as a contributing factor in the medical field, along with their findings can be found in the table below.

<u>Objective</u>	<u>Findings</u>	<u>Author</u>
Testing the association between length of residency and obesity among Hispanic residents.	Study found a positive association between length of residency and obesity among immigrants.	Kaplan, Huguet, Newsom & McFarland, 2004

Testing the association between cardiovascular disease risk factors among an ethnically diverse group of United States Immigrants.	Study confirmed that the longer the length of residency the more chances there were of obesity, hyperlipidaemia and cigarette smoking.	Koya & Egede, 2007
Testing the association between diabetes prevalence by length of residency.	Study found that diabetes prevalence increased with length of residency.	Oza-Frank, Stepenson & Narayan, 2009
Testing the influence of age at migration and length of residency on self-rated health among Swedish immigrants.	Study found that immigrants who arrive to the host country at a higher or who have lived in the country for a shorter amount of time are more to suffer from poor self-rated health.	Leão et al., 2009
Testing the length of residency and obesity among immigrants in Spain	Study found that the length of residency of immigrants in not associated with the frequency of obesity	Gutierrez-Fisac et al., 2010
Testing the nutritional status of Vietnamese female marriage immigrants to Korea in relation to Length of Residency in Korea.	Study found that as the length of residency in Korea increased the prevalence of obesity increased.	Lyu et al., 2009
Testing whether the length of residency in the United States is associated with a higher prevalence of cardiometabolic risk factors in immigrants.	Study found that length of residency in the United States in associated with a higher prevalence of cardiometabolic risk factors in immigrants.	Commodore-Mensah et al., 2016.
Testing the association between Acculturation and dietary patterns of south Asian immigrants.	The study found no causal relationship.	Lesser, Gasevic & Lear, 2014
Testing the relation of immigration, length of residency and birth cohorts to the risk of onset psychiatric disorder for Latinos.	The study found that the shorter the length of residency, the less risk of a psychiatric disorder.	Algria et al., 2007

Table 2.1 Studies in the Medical Field Exploring the Effects of Length of Residency

In addition to the medical field a number of studies have also been done in the psychology and socio-cultural sector. The topic of mental well-being has been an area of interest for a number of studies. Tran et al (2007) tested an inverted U relationship between the length of residency and depression in

a community based sample of Vietnamese-Americans. The study found evidence to support the hypothesis that depression levels tend to be high during the first decade of initial resettlement but after approximately 12.5 years the depression levels begin to decrease. Hurh & Kim (1990) conducted research testing the length of residency of Korean immigrants in the United States against their mental well-being. They found that mental well-being generally increases with length of residency. Case & Hunter (2013) used length of residency along with racial identity to examine the predictive roles of cultural racism related stress in Black Caribbean Immigrants. The study found that length of residency positively predicted cultural racism related stress. All of these studies showed a positive relationship between immigrants' length of residency and their dependent variable. Thus, this provides sufficient evidence in support of length of residency being a viable element of acculturation to pursue in this research.

Socio-cultural adjustment reflects on the components of the acculturation framework. Zlobina et al (2005) conducted a study on immigrants in Spain to test the predictors of socio-cultural adjustment of immigrants. The results showed that length of residency in the new culture, immigration status and perceived discrimination were the most powerful predictors of socio-cultural adjustment of immigrants. This further supports this thesis as sociocultural adjustment could be an element which impacts the perceptions of an immigrant.

Another study which reflects on the acculturation framework is Li & Wen (2015). This study tested substance use, age of migration and length of residency among adult immigrants in the United States. Substance abuse can be seen as a behavioural shift which reflects on the psychological acculturation component of the acculturation framework. The study found that adolescents during time of immigration had more chances of smoking and childhood immigrants had more chance of drinking if they had resided in the host country for a longer period of time. They study suggested acculturating to the cultural norms of the United States which has a rich drinking culture could be a contributing factor.

Of particular interest is the quantitative study by Hurh & Kim (1984) which tested the adhesive sociocultural adaptation of Korean immigrants in the United States. The study did not find a positive link between length of residency and adhesive socio-cultural adaptation. The results showed that

immigrants' strong and pervasive ethnic attachment is unaffected by their length of residency in the United States, their socioeconomic status and cultural assimilation rates. According to this research the ethnic attachment the immigrants in New Zealand would have outweighed any possible changes to their perceptions as length of residency would not be an influencing factor. However, there are a number of limitations to this study. Firstly two of the factors which determined acculturation in this study were English proficiency of the immigrant and their exposure to American mass media. This study did not take into account the occupation of the immigrant, therefore it is reasonable to assume that the immigrant may have already been somewhat proficient in English due to their occupational background or education level. The study did not take into account the family environment or economic status. If the family was of a lower economic status media such as TV and films which were prevalent in 1984 would not have been a priority, therefore they would have had less exposure. Additionally, if the immigrants were able to afford a television, their occupation, number of free hours and children would impact how much they were able to actually watch the content. Similarly, ethnic attachment was determined by the amount of Korean mass media the immigrant was exposed to, the level of intimate relations with Koreans they were able to maintain and the amount of Korean voluntary associations they were a part of. In 1984 the United States would not have had access to a large number of Korean mass media for the immigrants to be exposed to nor would there have been a large number of Korean voluntary associations. Thus the limited exposure there was would have been reason for excitement as it was difficult to obtain. Additionally, maintaining relations with Koreans is not an appropriate measure for ethnic attachment as what could have started off as a source of comfort could have turned into valuable relationships over the years which would not simply fade due to the length of residency increasing. Lastly, this study was conducted in 1984 when there were fewer outlets of mass media, fewer immigrants and different cultural norms. Thus it is very likely that a study conducted in this era would yield different results as the surrounding environmental factors are also different.

This section concludes the areas and studies in which length of residency has been explored in literature. As shown, the purpose of this thesis differs from previous research as it aims to explore how length of residency can influence immigrants' perceptions. This area of research is yet to be investigated. The chapter moves on to detail the ABC acculturation framework and its purpose in this study as a theoretical lens of interpretation.

2.4 'ABC' Acculturation Framework

Acculturation literature has synthesized and identified three main areas of change among humans during the process of acculturation. Ward (Ward, 2001; Ward et al, 2001) referred to these changes as the "ABC's" of acculturation which represent the affective, behavioural and cognitive aspects of the acculturation process. The ABCs are then linked to different theoretical perspectives which include, a stress and coping approach, a culture learning approach and social-identification orientation (see 2.3). These changes then lead to the eventual adaptation to the new situation and environment. The adaptations can be psychological or sociocultural which links the individual to the new society as it manifests (Berry, 2003). The adaptations can be seen as longer term outcomes which can correspond to the strategic goals set by the groups of which they are members (Berry, 1997). The "ABC's" of acculturation are expanded upon below.

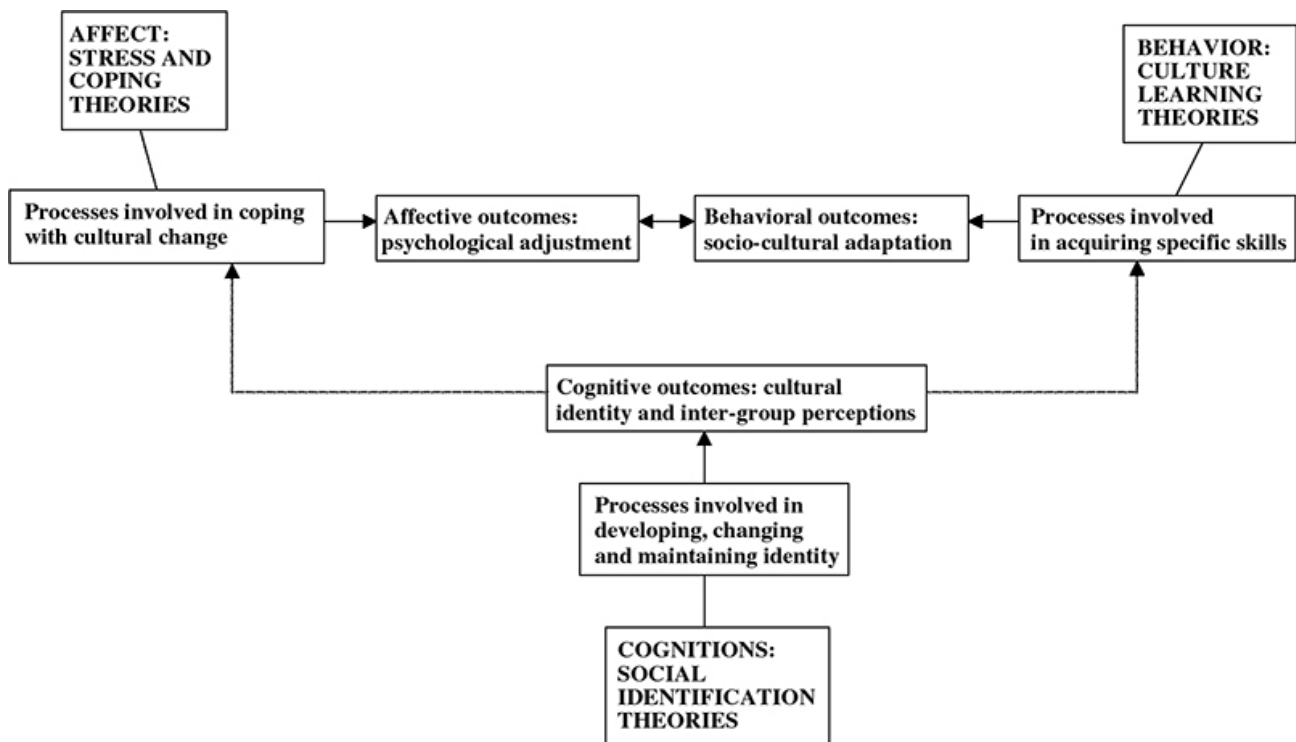


Figure 2.3: ABC Acculturation Framework (Ward et al, 2001)

2.4.1 Affective Acculturative Change

The affective acculturative change corresponds with the acculturative stress component of figure 2.2. It emphasizes the emotional aspects of acculturation and focuses on such issues such as psychological well-being and life satisfaction.

Drawing from Lazarus and Folkman's (1984) stress model, Berry (Berry et al., 1987; 2006) proposed the acculturative stress model that corresponds with this component. It maintains that acculturative stress is the result of individuals being unable to change their behaviour when they encounter serious acculturative challenges. It is a stress reaction to life events that are entrenched within the acculturation experience which some people may find too challenging to become accustomed with. Not all acculturation changes result in acculturative stress because there are a number of moderating and mediating factors that can influence acculturation experience. These factors may include personal characteristics such as gender or age and the social support that an individual may receive. The stress reactions include individuals unable to change their behaviour in the face of serious acculturative changes, resultant lowered mental health status, confusion, anxiety and depression, feelings of marginality and alienation and lastly, identity confusion (Berry, et al. 1987).

2.4.2 Behavioural Acculturative Change

Behavioural acculturative change occurs when individuals change their behaviour from their previous patterns to those which are more prominent in the new, dominant society. These changes are referred to as behavioural shifts (Berry, 1980).

Behavioural shifts often display two distinguishable phenomena, learning behaviours from the new culture and shedding features of the original culture. These changes can include changes in dressing, ways of speaking, eating and accepting social interactions that are characteristic of the dominant group. The individuals suppress or forget one way of daily living and adopt new ways of living

For behavioural shifts, the least number of behavioural changes result from the separation strategy, whereas most result from the assimilation strategy. Integration involves the selective adoption of new

behaviours from the dominant society and marginalisation is often associated with major heritage culture loss and the appearance of a number of dysfunctional and deviant behaviours (Berry, 2005). Behavioural shifts are visible changes that an individual makes. These changes are more expressive and observable (Triandis et al., 1986).

2.4.3 Cognitive Acculturative Change

Behavioural and affective approaches to change relate to the emotions and actions the individual changes. Whereas, cognitive acculturative stress is involved with how people perceive and think about themselves and others in the face of intercultural encounters (Sam & Berry, 2010).

The cognitive aspects of this change can refer to how people process information about their original culture group and other groups. This includes how people categorize one another and how people identify with these categories, determining which one is favourable.

This research explores how length of immigration changes the cognitive aspects of an individual's thought process. It looks to explore whether the length of stay relates to changes in the perceptions of oneself and one's cultural group. Therefore deducing whether time has an impact on individuals wanting to change in order to fit into a favourable society. A study by Cuellar et al (1995) was conducted on the Hispanic market to determine whether cognitive and behavioural changes could be achieved through acculturation. The study conducted by Cuellar et al (1995) suggested that as individuals acculturate behaviourally, they also acculturate cognitively, with some cognitive referents of acculturation changing more rapidly than others. There are currently no studies which have explored how cognitive aspects of an individual's thought process change. This thesis will be the first to address how cognitive changes can lead to varying perceptions due to acculturation.

A summary of the main components of change in the ABC acculturation framework can be found in figure 2.4 below.

	Type of Change	Individual Effects	Authors
Affective	<ul style="list-style-type: none"> • Corresponds with acculturative Stress • Focusses on issues such as psychological wellbeing and life satisfaction • Not all acculturation changes undergo acculturative stress • Stress reaction to life events that are entrenched within the acculturation process 	<ul style="list-style-type: none"> • Individuals unable to change their behaviour when encountered with serious acculturative changes • Resultant lowered mental health status • Confusion, anxiety and depression • Feelings of marginality and alienation • Identity Confusion 	<ul style="list-style-type: none"> • Berry, Kim, Minde & Mok, 1987; Ward, 2001; Ward, Bouchner & Furnham, 2001; Lazarus & Folkman (1984); Berry, 2006b
Behavioural	<ul style="list-style-type: none"> • Change in behavioural patterns • Learning behaviours from the new culture and shedding features of the original culture • Fewest changes result from the separation strategy whereas the most result from the assimilation strategy. 	<ul style="list-style-type: none"> • Visible changes which can include; <ul style="list-style-type: none"> - Changes in dressing - Changes in ways of speaking - Changes in eating - Accepting social interactions that are characteristic of the dominant group 	<ul style="list-style-type: none"> • Berry, 1980; Ward, 2001; Ward, Bouchner & Furnham, 2001; Berry, 2005
Cognitive	<ul style="list-style-type: none"> • How individuals perceive and think about themselves and others in the face of intercultural encounters • How people process information about their original culture group and the other groups 	<ul style="list-style-type: none"> • How individuals' categories one another • How individuals identify with these categories • Determining a favourable group 	<ul style="list-style-type: none"> • Berry, 1980; Ward 2001; Ward, Bouchner & Furnham, 2001; Sam & Berry, 2010

Table 2.3 Summary of the main components of the 'ABC' acculturative changes

The ABC framework allows the researcher to identify areas of affective, behavioural and cognitive change in the immigrants. Therefore, by using this framework as a theoretical lens of interpretation the author will be able to code the changes the immigrants experience according to the type of change. This will indicate whether there is in fact a change in the immigrants' perceptions as per the concept and whether length of residency is an influencing factor in that change.

Ward (2008) has stated that the ABC framework for the study of acculturation can be effectively applied to studies and has done so in the study of tourism. The study shows that the areas of stress and coping, culture learning and social identification, which have their respective emphases on affect, behaviour and cognition, can be related to the study of tourism. The stress and coping component relates to the negative outcomes which can be experienced due to the overall stress of travelling and thus have an impact on tourist health and well-being. The culture learning component relates to the behavioural aspects which occur when intercultural contact is made. The study states that the basis of cultural assimilation is formed through certain processes where people acquire culturally relevant skills to interact across cultural borders. However the study mainly focused on the cognitive aspect of the framework. The study examined social exchange theory in relation to perceived tourist impacts and employment in the tourist industry in Fiji. The study hypothesised that positive attitudes towards tourists would be predicted by employment in the tourism industry. The Hierarchical regression analysis supported the hypotheses.

This shows that the ABC framework is an effective but underused framework employed in detecting changes in perceptions. The use of this framework will enhance this research as it will allow the researcher to interpret the data through a theoretical lens which is appropriate and applicable to this research.

The chapter now moves onto detailing the area of change in perceptions that is being explored and the significance of that topic for this research.

2.5 Beauty

Beauty is the field in which changes in perceptions are being explored. Beauty is a large industry that has substantial impact on businesses and advertisers. Orbis Research (2018) published a report that stated the global cosmetic products market was valued at USD 532.43 billion in 2017, and is expected to reach a market value of USD 805.61 billion by 2023. As the beauty industry has such a strong impact on the economy it is important to understand the impact the level of acculturation has on immigrants' perceptions of beauty and how this influences advertisers and businesses. Beauty is a broad field, but this study specifically explores the perceptions of beauty among immigrants. From this, the researcher will be able to probe in depth and ascertain what changes in perceptions of beauty occur over time and how these changes are influenced.

Beauty is seen as a property of an object that produces a pleasurable experience in any suitable perceiver (Tatarkiewicz, 1970). Beauty is a vast topic that has been studied across many disciplines and has many avenues which could be explored. However, this study chooses to focus on the perceptions of female physical beauty as it is deemed an important area of research for literature and businesses. The following section provides a discussion on the existing perceptions of beauty, outlines the characteristics of beauty for the context of this study and shows the cross-cultural differences and similarities for the perception of beauty.

2.5.1 Perceptions of Beauty

Beauty in females can be perceived from a number of different features. Weight, skin, hair and facial features are the common characteristics used to describe female beauty, which will be expanded upon below.

In regard to weight and body type, big hips and breasts have historically been considered to be aesthetically appealing on a woman. These characteristics are often associated with a beautiful woman and work alongside the appeal for the curvaceousness of a woman. Curvaceousness is considered appealing when it is representative of an hourglass figure, which shows women with a flat stomach in addition to big breasts and hips (Fisher & Voracek, 2006). This image of women has been portrayed in media from as early as the 1960's and is still present today (Sypeck, Gray & Ahrens, 2004). Fan et al

(2004) conducted a study which showed that volume height index was a key visual cue used to determine female physical attractiveness. Therefore, the body volume of a female needs to be distributed evenly across her body as per her height to be considered physically attractive.

Skin and hair are other elements of female beauty which have been considered to be determining features of female beauty. Literature shows that the preference for light skin is prevalent in many cultures and across both genders (Okazawa, Robinson & Ward, 1987; Sahay & Piran, 1997; Rich & Cash, 1993). In Western Caucasian societies, the image of a beautiful woman is represented by those who have fair complexion, light eye colour and light hair colour (Feinman & Gill, 1978). In American media blondes are often represented in the good characters of angels, saints, goddesses and fairy godmothers (Juni & Roth, 1985). Whereas, actors who portray villains often display dark hair and eyes (Clayson & Maughan, 1986). As a result of the demand for lighter skin, whitening and lightening skin products have grown dramatically over the past two decades. The demand for light skin is seen as a route to higher status which women consider to be empowering (Li, Min & Belk, 2008). In addition to light skin, unblemished and smooth as opposed to saggy, wrinkly and blemished skin, are considered to be most associated with a beautiful woman (Mazur, 1986).

The facial features found to be associated with an attractive or beautiful woman are large eyes, a small nose and a small chin. With the maturity features of prominent cheekbones, narrow cheeks and the expressive features of high eyebrows, large pupils and a large smile (Cunningham, 1986).

Fink and Neave (2005) posit that facial characteristics are known to influence human attractiveness judgements. The study found certain characteristics of the human face that led to the biology of facial beauty. These included, skin condition, facial features such as symmetry and averageness, as well as the beauty of eyes and lips. Additionally, a study conducted by Bjerke and Polegato (2006) identified eye and hair colour as a crucial characteristic of health and beauty which could identify cross-cultural differences. Therefore, beauty in the context of this research will include but will not be limited to facial features, skin tone, eye colour and hair colour. This will allow the researcher to explore the perceptions of beauty among female immigrants in relation to these characteristics.

Although certain characteristics of beauty are prevalent in many cultures, how they are perceived and what makes certain features beautiful in people's opinion varies across cultures. The following section expands on the cross cultural differences in the perceptions of beauty.

2.5.2 Cross Cultural Differences in Beauty

The literature suggests that ethnic groups have different standards for judging attractiveness (Ackerman, 1990; Wolf, 1991). Cultural variations in self-care ideals and grooming elaborations such as body shape, scarification, ornamentation as well as the changes in history of desired body weight, cosmetics, hair colour and apparel style, illustrate the dynamic nature of these elements of beauty (Banner, 1983; Jackson, 1992).

Touvee, Swami, Furnham and Mangalprasad (2006) did a study that found substantial differences between the perception of female attractiveness among the two different ethnic groups which were the Caucasians in the United Kingdom and the Zulus in South Africa. The cross-cultural differences in beauty they found were directed at what men found attractive and beautiful in a woman. The key difference identified was around what was considered an optimal body weight. Caucasians in the United Kingdom preferred a slimmer body type, whereas the Zulu men preferred a larger BMI in the women. These cross-cultural differences were distinguished as being created due to the different outlook on healthy between the two countries. A larger and heavier woman in South Africa is seen to be healthier and therefore more beautiful and attractive in their culture.

Cunningham et al. (1995) conducted a study which posited that the ideas of beauty are on the whole the same, which shows consistency in the cross-cultural perception of female physical attractiveness. However after conducting the study significant differences were found between the Asian and Hispanic group and the White Americans in regard to facial features. They found the Asian and Hispanic group were less attracted to expressive features as in their culture small features were considered more beautiful in a woman as it showed her to be more feminine and simple. Whereas in the White American group expressive features were found to be more beautiful and attractive.

A more recent study by El Jurdi and Smith (2018) found that different cultural groups can subvert their beauty ideals from the different cultures. Subversion in the pursuit of beauty consisted of opinions and behaviours that resisted the beauty norms and ideals in a different culture. The study found that the acts of subversion aimed at maintaining an individual's identity where there was conflict between normative beauty ideals and individual perceptions of national beauty. The subversion was not just about founding an identity that was separate from the dominant beauty consumer culture, it was also an act of resistance and agency that reflected personal appropriation of beauty practices in the face of the hegemonic beauty culture (Peñaloza and Price, 2003).

The literature above show how there can be cross cultural differences in beauty. The use of the acculturation framework allows the researcher to explore how the cross cultural differences in beauty transfer when an individual immigrates to another country. This will be done by exploring how an immigrants' perceptions of beauty is influenced by their length of residency in the host country, using the ABC's of acculturation framework as a theoretical lens of interpretation.

The studies detailed so far have had strong links to the study of psychology, medicine and socio-cultural studies, however there a number of marketing studies which have used acculturation theory. The chapter proceeds with detailing the literature which bridges acculturation and marketing.

2.6 Consumer Acculturation

Marketing researchers have explored migrant adaption to western cultures predominantly through consumption (Cross, 2000). Consumer acculturation is the key area of research that marketing and acculturation reflects. The following sections outline the key studies in consumer acculturation.

2.6.1 Key Studies in Consumer Acculturation

Consumer acculturation is a division of acculturation and socialization. Consumer acculturation is specific to the consumption process, whereas acculturation is more widely applied. Consumer acculturation can be seen as a socialization process where an immigrant consumer learns the behaviours, attitudes and values of a culture that are different from their culture of origin (Lee 1988).

The field of consumer acculturation research was significantly shaped by 14 influential studies (Luedicke, 2011). These are shown in the table 2.4 below. These studies theorised the socio-cultural and commercial dynamics that were a result of migrants moving between social contexts. The studies were influenced by sociological and psychological acculturation theory, particularly the work of Berry and colleagues (Berry, 1980; 1997;2001; Berry et al; 1989). The literature broadly followed two waves of research which will be expanded upon below.

Area Studied	Description	Authors
Postassimilationist Ethnic Consumer Research	A Critical examination of the postassimilationist model of ethnic consumer behavior in a non–North American context	Askegaard, Arnould & Kjeldgaard, 2005
Sociology of Hispanic Consumption	Examines one subculture (Hispanic consumers) and uses recent developments in sociology and anthropology to show that most work on the Hispanic market has overlooked certain major ethnic identification differences between groups of Hispanics.	Deshpande, Hoyer & Donthu, 1986
Ethnicity and Consumer Behaviour	Expansion study of ethnic influences to an examination of Jewish consumers	Hirschman, 1981
Ethnicity and Consumption	Drawing on acculturation to show how South Asian women in Britain use multiple identities across a variety of cultural settings to negotiate and navigate cultural and consumer behavioural borders.	Lindridge, Hogg & Shah, 2004

Immigrant Identity	Understand differences in material life-styles and favourite possessions between Indians in urban India and Indian immigrants in the United States.	Mehta & Belk, 1991
Impact of divergent paths on buyer behaviour	Suggests a fundamental reconceptualization of existing consumer acculturation theory.	O'Guinn, Lee & Faber, 1986
Culture Swapping	Demonstrates how consumers culture swap using goods to move between one cultural identity and another as they negotiate relations between home and host cultures	Oswald, 1999
Consumer Acculturation	-Framework for the systematic investigation of culturally specific aspects of consumer learning processes and behaviours. -Examines the consumption experiences of Mexican immigrants in the United States.	Peñaloza 1989, 1994
Marketer Acculturation	Investigates marketers processes of multicultural learning and adaptation using ethnographic methods in a longitudinal study of an ethnic marketplace in the United States.	Peñaloza & Gilly, 1999
Consumer Characteristics	Consumer characteristic variables investigated among Mexican Americans.	Saegert, Hoover & Hilger, 1985
Postmodern Consumption and Consumption Goals	Analysis of consumption stories of expatriate professionals who are trying to enact a cosmopolitan identity	Thompson and Tambyah, 1999
Dominated Consumer Acculturation	Exploring how consumer acculturation operates in a poor migrant context.	Üstüner & Holt, 2007
Ethnic Migration, Assimilation and Consumption	Comparing food consumption patterns of income matched migrants between their country of origin and country of migration.	Wallendorf & Reilly, 1983a

Table 2.3 Key Studies in Consumer Acculturation

The first wave of research focussed on assessing migrants' consumption patterns. These studies explored why consumption patterns of immigrant groups differed from those of their local peers and what these differences revealed about the immigrants level of assimilation to a local cultural context.

Wallendorf and Reilly (1983a) assessed the cultural assimilation of Mexican-Americans in the southwest by comparing their food consumption patterns with those of income-matched Anglos living in the same region and those of income-matched Mexicans living in Mexico city. They found that contrary to predictions based on the traditional model of assimilation, Mexican-American consumption patterns were not a blend of Mexico and Anglo pattern. Rather Mexican-American consumption patterns suggested the emergence of a unique cultural style. This suggested that due to high hopes of personal gain Mexican-Americans underwent over-assimilation. Mehta and Belk (1991) conducted studies which found the opposite, showing signs of anti-assimilation. They conducted a comparison study of favourite possessions of highly educated, upper-middle-class Indians living in Bombay or the United States. They found that their informants not only adapted American clothing, food or furnishing styles but also used special Indian possessions for hype-identification with their native, but outdated cultural context. Together these studies went beyond the model proposed by Berry (1997) to prove two different extremes among two different cultures with having the host country of United States in common.

Hirshman (1981) conducted research testing hypotheses concerning Jewish ethnicity and the difference between Jewish and non-Jewish subjects in different variables. The study found that Jewish subjects in the two cohort samples differed significantly from non-Jewish subjects in childhood exposure to information, adult information seeking, product innovativeness, product information transfer and cognitive characteristics relevant to consumption information processing. The results were supportive of the general hypotheses, as Jewish ethnicity was found in all cases to be positively related to the criteria examined, thus indicating that Jewish ethnicity appears to affect consumption behaviour. Depshande, Hoyer and Donthu (1986) built on Hirshman's (1981) study and were among the first consumer researchers to assess behavioural differences between ethnic immigrant and dominant groups and also between consumers of the same ethnic background. Their studies found that measures of brand loyalty, attitudes towards business or the use of media not only differed between the ethnic and dominant consumers but also among ethnic consumers with different strengths of ethnic

identification, specifically in the case of strong Hispanic identifiers and weak Hispanic identifiers. Saegert, Hoover & Hilger (1985) had also conducted a study on Hispanics in the United States. They found support for the hypothesis that Mexican Americans prefer familiar stores and are more price conscious than non-Hispanics.

O'Guinn, Lee and Faber (1986) suggested a fundamental reconceptualization of existing consumer acculturation theory. The paper presented the idea that the acculturation process does not always follow the expected linear line pattern of progressive cultural assimilation but also takes multiple, simultaneous and less direct paths. An insightful find by O'Guinn, Lee and Faber was that access to and consumption of institutional agents of acculturation such as mass media can strongly influence immigrants assimilation paths and outcomes. These findings led to the second wave of consumer acculturation theory.

The second wave of key consumer acculturation studies explored the how, rather than measuring how much, immigrant consumers acquired the skills and knowledge relevant to engaging in consumer behaviour in a foreign cultural context (Luedicke, 2011). Peñaloza (1994) conducted a study critically examining the consumption experiences of Mexican immigrants in the United States of America. The study found that her informants quickly adopted American products and services that exhibited a high rate of visibility and social acceptance. These products and services could include items such as clothing or cars. The informants also opted for goods and services that were best suited to maintaining social ties. These included telephone, food preparation objects or Spanish media. However, the study also found that on a symbolic level the participants often consumed the original American objects and services in a way which were similar to their Mexican cultural heritage. By doing so the participants were thus combining functional assimilation with cultural rejections in consumption practices, a concept which was introduced by Peñaloza (1989) in an earlier paper. Oswald (1999) followed an ethnographic study approach similar to Peñaloza (1994). The ethnographic study was of a Haitian family in the midwestern United States. Their studies found that Haitians used consumption both to hold onto their former Haitian identity and also to appropriate an American identity. By doing so the Haitians demonstrated culture swap using goods to move between one cultural identity and another as they negotiated relations between the home and host cultures. Lindridge, Hogg & Shah (2004) conducted a

study on young South Asian women in Britain. The study showed that the participants also used multiple identities across a variety of cultural settings to negotiate and navigate cultural consumer behavioural borders. Askegaard, Arnould and Kjeldgaard (2005) also found results consistent with the theory of identity outcomes and dynamics by finding that Greenlandic informants in Denmark move between positions of hyperculture, assimilation, integration and pendulism.

As shown above, the key studies in consumer acculturation have been focussed in the area of consumer consumption. Little study has been done in the impact of consumer acculturation on consumer perceptions, and in particular consumer perceptions of beauty. The first wave of studies mentioned above all employed quantitative analysis and majority of the studies in the second wave also utilised similar research methods. Quantitative research focuses on the cause and effect of relationships between two variables as a form of validity (Jackson, Drummond & Camara, 2007). As qualitative research is concerned with the humanistic understanding and interpretation of human experiences (Jackson et al., 2007) it is best suited for providing in-depth and abstract analysis of consumer behaviours (Calder, 1997). Therefore, this thesis employs qualitative research as it is best suited for the study of consumer perceptions. It hopes to provide a deeper insight into the area of consumer acculturation as the current literature lacks the depth of insight due to the type of research design previously used.

After analysing the existing literature it is evident that the crossover of acculturation and marketing have focussed predominantly on the area of consumer acculturation. The 14 influential studies shaped the area of consumer acculturation and created the foundation for which future studies could build on by determining the relationship between acculturation and assorted dependent variables. With reviewing the area of acculturation and marketing it has been found that within the streams of research, no study has been conducted that explores the influence of length of residency on immigrants' perceptions of beauty.

2.7 Advertising and Acculturation

Another area of marketing that has used acculturation is advertising. Advertising is a form of social communication that reflects the cultural value of a society (Khairullah, 1995). Cultural values, norms and characteristics are embedded in advertisements in such a way that viewers are able to find similarity between themselves and the characters which are present in the advertisement (Hong, Muderrisoglu & Zinkhan 1987; McCracken 1986). Therefore, the diversity in culture would affect how consumers would perceive and accept advertising messages (Khairullah, 1995). Thus, resulting in a relationship between advertising and acculturation.

2.7.1 Acculturation and Advertising Studies

Acculturation and advertising has been of interest to marketing researchers for a number of years. However only a small number of studies have explored the relationship between advertising and acculturation. Expansion of studies have also been composed in order to advance the knowledge and literature in this field. The greater part of these studies have been conducted in the late 1990's and very little research has been done in this field in recent times. While the current literature in acculturation and advertising have touched on areas of consumer perceptions, a gap has been identified when exploring how length of residency influences immigrants' perceptions of beauty, using advertising as the medium for the study.

A large proportion of the consumer acculturation studies have been focussed on the Hispanic market in the United States. O'Guinn and Faber (1986) were one of the first authors to explore the relationship between advertising and acculturation. Their research explored if differences existed between Anglo and Hispanic consumers in their ratings of the importance of different product attributes. It also explored the relationship between ethnicity, acculturation and consumer's ratings of the importance of product attributes. The study found significant cultural differences involved in the evaluation of the importance of some product attributes. The differences were more common among attributes of a durable and more expensive product than with attributes of a nondurable and less expensive product. The study also found the relationship between ethnicity and acculturation level on segmentation criteria were significant

determinants of product attribute importance and should be treated as separate but complimentary concepts.

Ueltschy and Krampf (1997) focused on the relationship between the level of acculturation of Hispanics and their preferences in terms of language and models used in print advertisements. They found that low acculturated Hispanics had more positive attitudes towards advertisements which had Spanish language and Anglo models. High acculturated Hispanics had positive attitudes towards advertisements with English language while model choice or ethnicity had no significant result. Lastly, bicultural or bilingual Hispanics preferred the English language with Anglo models.

The most recent study (Tsai & Li, 2012), examined the moderating effects of acculturation modes on Hispanic consumers response to three advertisements with different targeting strategies with different target markets. The study found that Hispanic consumers' attitudes toward different targeted advertisements and their purchase intentions for the products promoted in the advertisements were significantly influenced by their acculturation modes. The Caucasian-targeted advertisements had the assimilated Hispanic participants exhibit more favourable attitudes toward the advertisements as compared to the other groups. The bi-cultural advertisements had the integrated participants show the most favourable attitudes. Whereas, the Hispanic-targeted advertisements showed separated participants holding the most favourable attitudes. While these studies are exploring the effects of acculturation on different elements of consumer acculturation, they did not seek to go beyond the initial findings of whether acculturation has an effect on their dependent variables or not. The purpose of these studies also differ from the research purpose of this thesis, the perceptions of beauty among immigrants.

Some other studies include Noriega and Blair (2008) and Khairullah (1999), Lee (1993) and Dubish (2001) which studied the effects of language in advertising and purchase intentions. Noriega and Blair (2008) conducted research which considered whether the choice of language in advertising to bilinguals influences the types of thoughts they have in response to an advertisement. The study found that although engaging the native language may influence the specific thoughts of bilinguals in response to an advertisement, it will not necessarily make the advertisement more effective in producing positive

attitudes toward the ad, attitude toward the brand or purchase intentions. The study also found the influence of an ad can also be context dependent, where the respondents of the study interacted more positively to a native language consumption context.

Khairullah (1999) examined the relationship between acculturation, affective attitudes towards the advertisement and purchase intention of Asian-Indian immigrants. The results of the study indicated that attitudes toward the advertising as well as purchase intention of Asian-Indian immigrants for the Indian versus the American advertisements varied within and across the stages of acculturation. The results also showed a strong positive relationship between attitudes towards advertising and purchase intention.

Dubish (2001) examined the issue of how variations in language used in advertising affect advertising preference with a sample of bilingual Korean-Americans. The study found no significant differences were detected in the preference for advertisements in which the message was presented in English as compared to those that used Korean language.

Lee (1993) examined the relationship between levels of acculturation and consumer attributes towards advertising related variables in a cross cultural empirical study. This was conducted among Chinese subcultures in the US relative to both the culture of origin, Taiwan, and the culture of residency, USA. The results indicated that Taiwanese and the acculturating Taiwanese tended to feel more positive toward advertising, use neutral consumer sources more often, consider a well-known brand name as an indication of high quality, rely less on advice from friends regarding products and brands and are less likely to be influenced by free samples (Lee, 1993). The Taiwanese also considered quality of product to be more important than the price. The Americans and acculturating Taiwanese agreed less with this, showing that they give quality and price equal weights in their product evaluation. The influence of language in particular has been a well-studied area of acculturation in marketing. Language preferences as well as purchase intention are well aligned with consumer behaviour studies. However, much like the papers mentioned above, these studies are also designed to simply ascertain a significant relationship between levels of acculturation and a dependent variable. The studies do not go beyond

the scope of the initial findings and do not provide the depth or insight needed to answer why or how acculturation impacts consumer perceptions of advertising.

Of particular interest to this study is the research conducted by Khairullah (1995) that attempted to determine whether the perceptions of Asian-Indian immigrants in the US towards Indian print versus American print advertisements vary within and across stages of acculturation. The results showed that low and moderate acculturated respondents had a greater preference for Indian advertisements while high acculturated respondents had a greater preference for American advertisements. The research tested three hypotheses, H1; there are significant differences in the perceptions of Asian-Indian consumers for the Indian print magazine advertisements versus the American print magazine advertisements within the low and the high acculturation process. H2; there are no significant differences in the perceptions of Asian-Indian consumers for Indian print magazine advertisements in the moderate stage of the acculturation process. H3; there are significant differences in the perceptions of Asian-Indian consumers for the Indian print magazine advertisements across the three stages of the acculturation process. These hypotheses are closed ended questions which simply determined whether there are variances in perceptions of advertising due to different stages and levels of acculturation. The purpose of this thesis looks to go beyond that and explore why or how these changes could potentially occur. The author pre-tested and selected four advertisements: an Indian shampoo advertisement, an American shampoo advertisement, an Indian suit advertisement and an American suit advertisement. Questionnaires were designed asking questions pertaining to acculturation, attitudes towards advertisements towards the Indian ad, attitudes towards advertisements towards the American ad and lastly, demographic information.

Upon review there were a number of limitations identified within the Khairullah (1995) study which can be addressed when building upon the key concepts. The limitations identified relate to a skewed sample of participants and data collection. The sample used for this research generated 929 usable responses. From those responses 79% of the Asian-Indian males and females in the study were married, 89% were under the age of 50, 86% were well educated with a bachelor's degree or higher and 67% were considered working professionals who were well to do. This shows a skewed sample of responses. As majority of the participants were from well-educated backgrounds and were of a certain age group, it is

possible that the results found are not a true representation of the Asian-Indian immigrants in the United States. Immigrants who are less educated and less comfortable with the English language could respond differently to the print media in the United States as opposed to those who are familiar with the foreign language and culture. Additionally, it is likely that the participants who have had access to education were to some extent exposed to the western world and westernised in their upbringing in India before migrating to the United States, which would also influence their perceptions to print media. Therefore, it is important to conduct a study which has a range of participants from different economic and education levels.

Additionally in Khairullah (1995) the data was collected visiting social gatherings held by Asian-Indian Associations. The questionnaires were handed to those attending who showed interested in participating. The participants were asked not to discuss the research with others. This form of data collection is not ideal when trying to obtain honest unbiased data. Being in a social situation, surrounded by people, music, clothing and food who remind the participants of their home country could influence the way they feel about the advertisements presented to them and the questionnaire. For some participants it could make them feel negatively about their home country which could influence negative connotations with Indian print media, while for others it could induce emotions of reminiscence which could make participants feel more fondly towards Indian print media. Thus, it is important for research to be conducted in a neutral setting where different environmental influences cannot sway the participants responses. Lastly, this research was conducted in 1995 when advertising and media were very different. Advertising is a way in which people interpret and understand the world (Sherry, 1987). They create, discover and determine meaning through advertising (Williamson, 1978; Sherry, 1987) and it is a representation of the culture and reality of the time it was created (Mick, 1986). Therefore in order to understand how advertising is used in acculturation, it is important to conduct research which includes advertising which reflects the current time.

Advertising is seen as a way of communicating meaning to the world, transferring meaning to objects and representing the culture it is created in (Williamson, 1975, Sherry, 1987; McCracken, 1986). This study uses advertising as a medium to identify immigrants' perceptions of beauty through acculturation. As stated, advertising is interpreted by people and meaning is then created from those interpretations.

According to previous research this meaning may vary from person to person to be the same as or different from the meaning intended by its creators (Phillips, 1997, Mulvey & Rutgers, 2003, O'Donohoe, 1994, Riffaterre, 1990; Ritson & Elliot, 1999). Thus, the way the advertising is interpreted may differ due to acculturation. The meanings, messages and signs which are implanted in the advertising provides a platform to discover how immigrants interpret these meanings, what it means for their perceptions of beauty and whether acculturation impacts these perceptions.

The following section outline the gap in literature which this thesis addresses and concludes the chapter.

2.8 Discussion and Conclusion – Gap in Literature

This chapter has reviewed extant literature surrounding acculturation, the ABC acculturation framework, beauty and the association between acculturation and marketing in order to present an argument in support of this thesis.

The literature in acculturation has shown a number of studies which have successfully explored length of residency in their research as an influencing factor. As shown in section 2.3, no research has been done which explores the influence of length of residency on immigrants' perceptions. Additionally, the ABC acculturation framework has also not been used as a theoretical lens of interpretation in a study concerning immigrants' perceptions. In section 2.5, the impact of the beauty industry on the economy was also outlined along with the research in perceptions of beauty and cross-cultural differences. This section showed that exploring the influence of length of residency on perceptions of beauty adds an important contribution as not only has it not been done before in literature, but it may also have considerable business implications. This research also bridges the gap between acculturation and marketing given that the marketing literature has been focused on consumer acculturation and acculturations impact on advertising. Thus, the current literature shows a gap when seeking why or how immigrants' perceptions of beauty may change due to acculturating factors. As stated above, an extensive proportion of consumer acculturation literature employs quantitative research techniques. Quantitative research techniques do not allow the researcher to gain deeper insight into the why or how questions of research. In contrast, qualitative research seeks to answer how and why questions and is exploratory research with open-ended research questions that have no pre-determined answers (Hair

Bush & Ortinau, 2006; Marshall, 1996). Thus, this thesis explores the why and how questions of acculturative change, which is currently an understudied area of research. Therefore, this is the first study to look at the influence of immigrant acculturation by exploring how affective, behavioural and cognitive changes due to length of residency can influence an immigrant's perceptions of beauty. This is also the first study to use advertising as a medium in this type of research.

In conclusion, as immigrants move to another country they are exposed to a number of different factors. Some of these include differences in culture, environment, rules and regulations and social interaction. Due to the shift in physical, cultural and social norms, it is reasonable to assume that there are changes in affect, behaviour and cognition. Exploring whether length of residency has an influence on these changes which then leads to a change in perception, is the purpose of this research.

Chapter Three – Research Methodology

3.1 Introduction

This chapter reviews and explains the logic behind the approach, methodology and methods of this research. It begins with addressing the purpose of this research and is then followed by an explanation of the researcher's theoretical perspectives and beliefs. These perspectives and beliefs heavily influence the decisions of the researcher. The chapter then moves onto detailing the methodology, method, participants and data analyses that were used in this research. Lastly, the trustworthiness and ethical approval of the research are outlined, followed by a conclusion.

3.2 Research Purpose

New Zealand's immigration statistics show that in the year ending January 2019 there were 151,600 migrant arrivals in New Zealand (Stats NZ, 2019). This is a 6% increase from the year before and the statistics reveal a steady increase in migrant arrivals in New Zealand for a number of years. Of the 151,600 migrant arrivals, 14,700 of them are Indian immigrants, making them the second biggest group of immigrants in New Zealand. As New Zealand's migrant population continues to grow it is important to understand the role they play in the economy. It is important to understand their consumption patterns and consumer behaviour to see how the New Zealand market can meet their consumer needs. This study focuses on exploring immigrants' perceptions of beauty. Beauty is a large industry that has substantial impact on advertisers. Orbis Research (2018) published a report that stated the global cosmetic products market was valued at USD 532.43 billion in 2017 and is expected to reach a market value of USD 805.61 billion by 2023. In New Zealand the beauty and healthcare industry was valued at 1415.7 million in 2018 (Euromonitor, 2019). Thus, the beauty industry was selected for the purpose of this research as it is such a substantial and growing market.

The research looks into what impact length of residency has on immigrants' perceptions of beauty. Following this the research explores how the changes in perceptions of beauty reflect the acculturation process. Better understanding of immigrants' perceptions of beauty would prove useful for both academics and businesses seeking to generate strategic actions. This research fills a gap in the existing

literature that can be found in section 2.5 of the literature review. The research objective for this thesis and the subsequent research questions are as follows.

Research Objective: How does length of an immigrant's residency in the host country influence their perceptions of beauty?

Research Questions:

1. How do any changes in the perceptions of beauty reflect the ABC acculturation framework?
2. What influence does acculturation have on female perceptions of beauty over time?

3.3 Research Approach

The following section addresses the epistemological beliefs and the theoretical approach of the researcher based on Crotty (1998). This section will first discuss the epistemology by explaining the theory of knowledge that provides the foundation for this research. The theoretical approach follows, showing how research is conveyed to the researcher from the participants. This will be achieved by specifying the assumptions made about reality and knowledge. The epistemology and theoretical perspectives shape the methodology and methods which are chosen by the researcher and will be discussed in detail in the following sections.

3.3.1 Epistemology

Epistemology is a theory of knowledge used to explain what we know and understand in the world and how we have to learn it (Crotty, 1998). It looks at how the researcher believes knowledge to be created and the approach the researcher has towards the relationship between the researcher and the participant (Guba & Lincoln, 1985). This study takes the view of constructivism as its epistemological belief. Constructivism is a position that places value on social phenomena and social actors (Shwandt, 1994). It believes that social phenomena and their means are being accomplished by social actors in the environment and therefore social phenomena is produced through social interaction. The assumption of constructivism is that meaning and knowledge are formed based on how a person constructs them, using their own perceptions and comprehensions. A constructivist approach to

research means the researcher forms a subjective point of view as it interprets the knowledge in front of them using inductive logic. The interpretations that are made can differ among individuals as people construct different meanings. Constructivism believes we all view external reality differently due to differing previous experiences that have influenced our perceptions (Crotty, 1998).

The ontological position of constructivist research means there is no single truth or reality (Shwandt, 1994). Reality is essentially what is created by individuals or groups therefore it is a socially constructed phenomenon. This creates a possibility of multiple realities in each individual's context (Crotty, 1988) and one of these realities is the reality the researcher constructs when they interpret the constructions of their participants (Shwandt, 2000). The methods commonly used to interpret responses in the constructivist paradigm are qualitative. This includes qualitative interviews. The interviews allow the researcher to interpret the information retrieved from the respondents by determining the different perspectives, thus constructing their reality. This indicates that constructions are created as the interviews are carried out. This is because meaning is created through social interaction, so the researcher's intentions are not hidden from participants (Schwandt, 1994).

The constructivist paradigm aligns with this research as the researcher adheres to the beliefs of constructivism. In keeping with the constructivist approach, the researcher believes that knowledge and consensus is connected through humans' interactions with the world and is transmitted amongst them through social interactions (Crotty, 1998). This is consistent with the belief that people construct their own perceptions of beauty through their experiences. The researcher believes that people assign their own meanings to beauty and that perceptions of beauty can differ due to different experiences, thus creating varied meaning. Additionally, constructivism also aligns with the beliefs supporting acculturation theory. As stated previously, the acculturation framework posits that the actions taken by an individual are dependent on the social interaction between them and the new society. As people engage in the acculturation process differently there are variations created as a result (Berry 1974; Berry 1980). Therefore, the different acculturative experiences lead to different constructs amongst different individuals. Lastly, constructivism is suitable for this research because it accepts that each individual may have a different view of the meaning of each advertising communication, which is used as a tool in this research.

3.3.2 Theoretical Perspective

This research uses a theoretical approach that is based on hermeneutical beliefs. Theoretical perspective is the philosophical standing that influences our choice of methodology and helps to create criteria for them (Crotty, 1998). Hermeneutical beliefs largely propose that language is the basis of our understanding and sharing of meaning. Language is viewed as the medium that facilitates understanding because language communicates the constructions related to the topic. The aim of hermeneutics is to create consensus among the findings and constructions. It is interested in how constructions are communicated and how it can be further developed (Arnold & Fischer, 1994; Crotty, 1998). This approach also acknowledges that constructions may be different for each individual due to their differing experiences and perceptions (Arnold & Fischer, 1994). This is congruent with the assumptions of constructivism that are stated above and will be the approach used for the purpose of this research.

In order to understand the meaning of construction a person must have a basis for interpretation of the construction (Crotty, 1998). This is termed pre-understanding. Pre-understanding exists prior to interpretation. It is the idea that the researcher cannot conduct the research without having some form of prior knowledge and understanding of the research area before commencing the research process. It is accepted that the researcher may already have some preconceived notions about the subject or the participants due to their own experiences and opinions. This prior knowledge allows the researcher to interpret constructions of others as it provides a reference point for understanding the differences in opinions (Arnold & Fischer, 1994). Due to pre-understanding, objectivity is not possible throughout the process. However, without pre-understanding basic concepts would become too complex, therefore hindering the research process. In regard to this research, without pre-understanding the researcher would not be able to interpret participant's perceptions of beauty. It is also accepted that as consensus of views is the way in which final understanding is found, this helps the researcher with the issue of objectivity, as the researcher cannot ignore constructions that are consistent with multiple participants (Arnold & Fischer, 1994).

Hermeneutics also recognises the importance of the social aspects of knowledge and understanding. It is understood that through social situations certain understandings are developed that would not have otherwise occurred (Arnold & Fischer, 1994). Therefore, hermeneutics is a suitable approach as it allows for the understanding of constructions and acknowledges that meaning can be communicated through interviews. It has also been outlined to be a compatible methodology with constructivism (Guba & Lincoln, 1985). Thus, this approach is best suited for this research and provides the guidelines for choosing an appropriate method.

3.4 Methodology

Methodology provides the strategy used to make the research design which is used in choosing a set of methods. (Crotty, 1998). The methodology used in this study are in-depth interviews. This methodology is confined to the beliefs of the researcher and will complement the above assumptions about reality.

3.4.1 Qualitative vs. Quantitative Approach

The two approaches this research could have taken are qualitative and quantitative. Positivist quantitative research focuses on the cause and effect relationships between variables as a form of validity (Jackson, Drummond & Camara, 2007). Interpretive qualitative research on the other hand is research concerned with humanistic understanding and interpretation of human experiences (Jackson et al., 2007). The purpose of quantitative research is to provide a sample that is representative of the population to make generalisations about the population (Marshall, 1996). Whereas, interpretive qualitative research is exploratory research with open-ended research questions that ask the 'why' and 'how' questions, which do not have predetermined answers (Hair, Bush & Ortinau, 2006; Marshall, 1996). Qualitative analysis provides grounds for in-depth and abstract analysis on consumer behaviours and often results in smaller sample sizes due to the complexity associated with data collection (Calder, 1997). The two research methods have differences in their epistemologies, methodologies and purpose. Quantitative research most commonly uses experiment and surveys to generate and results in the form of statistical data (Jackson, et al., 2007). This is due to the fact that quantitative research believes in the one true meaning of reality. Qualitative research, however, relies on participants to

provide in-depth answers to questions through data collection methods such as focus groups and interviews. (Jackson et al., 2007) Qualitative research aligns with the epistemological beliefs of the researcher and the research questions as stated above.

For the reasons stated above, a qualitative research approach was chosen for the purpose of this research. Additionally, the majority of consumer acculturation studies have employed quantitative research techniques, however as this thesis seeks to explore an under researched area, a qualitative method is best suited due to its exploratory benefits. The epistemological beliefs of the researcher also align with qualitative research as the researcher believes in multiple constructed realities as opposed to one true reality. Thus, qualitative research is best suited for this research as it provides in-depth understanding of consumer perceptions and opinions that quantitative research does not (Calder, 1997).

3.4.2 Semi Structured In-Depth Interviews

Semi-structured interviews of the participants were chosen as the best form of data collection due to the following reasons outlined below. The information sought from the participants were on their personal motivations, attitudes and perceptions which can involve complex decision making processes (Robson & Foster, 1989). These processes are often not apparent to the interviewee (Sampson, 1996), therefore in-depth interviews were most appropriate for this type of research. It allowed for probing for certain triggers that may have helped the participant realise their creative decision making process and effectively communicate it to the interviewer (Sampson, 1996). The in-depth interviews were also suitable due to the research objectives and questions being clear (Taylor & Bodgan, 1998). Pre-testing of the advertisements and interview questions were done prior to the semi-structured interviews to ensure the questions and objectives were clear and to ensure in-depth interviews were the best suited. Interviews are also best suited for topics that could include personal or sensitive information (Elam & Fenton, 2003). Lastly, as participants ranged from students to workers there were time restraints for how long participants would be available. Authors have deemed time restraints to provide merit for selecting in-depth interviews as the methodology (Taylor & Bodgan, 1998; Robson & Foster, 1989) thus deeming in-depth interviews a suitable choice.

However, in-depth interviews do not always guarantee that the responses given by participants will be truly honest or that the context, language and experiences of the participant will be truly understood by the interviewer (Taylor & Bodgan, 1998). There are a number of ways in which this can be best achieved, as outlined below. The interviewer can ensure that the participants have a similar context and language use as the researcher to avoid any barriers of communication. The interviewer must also ensure that the environment created for the interview process is relaxed and in no way threatening or intimidating for the participant (Taylor & Bodgan, 1998; Robson & Foster, 1989). This can be achieved through building an informal rapport with the participant, ensuring the environment is relaxing and informal and ensuring participants know they have ample time to consider and answer questions (Taylor & Bodgan 1998; Robson & Foster, 1989).. An observers influence over the participant and the participants responses is not predictable and can unnerve or threaten the participant (Robson & Foster, 1989), thus creating an uncomfortable and strenuous environment. It is therefore possible to help create a relaxed environment by ensuring there are no observers present in the room

3.4.3 Selection of Communication Tools

Acculturation occurs when groups of individuals having different cultures come into continuous first hand contact with subsequent changes in the original culture patterns of either or both groups (Redfield, Linton & Herksovits, 1936). As advertising is regarded as a form of social communication which reflects the cultural values of society (Wallendorf & Reilly, 1983), it is used as the communication tool for this research. Advertising has cultural values, and norms which are embedded within them that the audience uses to find similarity between themselves and the subjects in the advertisement. As this study explores the perceptions of beauty among immigrants, advertising is a suitable communication tool. It allows the researcher to see how the different cultural values and norms which are embedded in the advertisements translate across cultures as immigrants spend more time in a different cultural setting.

Print media was chosen as the best form of advertisement for this research. Visual imagery is a way to evoke affective reactions in people (Batra & Ray, 1986). Visual imagery plays an important role in forming feelings and therefore, they are considered to be a major factor influencing perceptions (Park & Young, 1986). Thus, print media was chosen as a suitable communication tool.

The advertisements were selected from the large number of high quality images that are freely available on the internet. The details of specific advertisements used for selection can be found in the development of selection criteria, section 3.5.1 below.

3.5 Method

The following section outlines the details of how the methodologies were used to collect data from the participants (Crotty, 1998). It will first outline the development of selection criteria and pre-testing for the selected advertising, followed by the creation and pre-testing of the interview guides, concluding with a review of the data collection process.

3.5.1 Development of Selection Criteria

The selection criteria were created to ensure the participants and visual aids used in this study would be best suited for the research objectives and appropriate for the use of the acculturation framework.

3.5.1.1 Participant Selection Criteria

16 participants were selected for the study. All 16 participants were female as the beauty industry is dominated by the female gender. A study conducted on cosmetic usage and its relation to gender found that 65.9% of females used beauty products, as opposed to 31.1% of males (Ramshida & Manikandan, 2014). Additionally, the advertisements selected which fit the criteria are directed at females as the main target market, therefore males would not be exposed to the messages in the advertisements as much as females. Thus, an all-female participant pool is best suited. The participants need to be over 18 years of age to ensure they have the awareness surrounding beauty and due to ethical considerations. The participants also need to reflect the different lengths of residency, that will be expanded upon in section 3.6 below.

3.5.1.2 Visual Aid Selection Criteria

The advertisements which were used as a communication tool needed to be targeted at the female market, with a product that could be used for female skin beauty or hair beauty. These products were chosen as they make up the largest share of the beauty industry (Euromonitor, 2019). It was important to have a range of advertisements from both India and New Zealand to allow the detection of any changes in perception. Advertisements that incorporated skin lightening products or messages were not included as numerous studies have been done in this area and it was expected to sway the participant's response. The advertisements were selected from the large number of high quality images that are freely available on the internet. It was essential to have a range of skin tones and ethnicities across the four advertisements in order to avoid bias or swayed results by providing a homogenous collection. As no Indian advertisements were found that featured dark skin girls which were not directed at skin lightening products, it was decided to use four advertisements that have a range of skin tones across the 4 advertisements as a group. Providing a range across the different types of skin tones and ethnicities would also provide a broader range of data. The advertisements selected all feature celebrities. It was incredibly difficult to find advertisements that endorsed beauty products and fit the requirements without having a celebrity model. Therefore, advertisements with celebrities were chosen but it was ensured that all four advertisements featured celebrities in order to keep it consistent across all four advertisements. The visual features of the models would all be relevant to the majority of the Indian population, as there are generally fair, medium and dark skin tones with both light or dark hair options. The advertisements that were chosen ensured the model was facing the camera and her face was not obscured therefore allowing the model to be seen clearly across all four advertisements.

Print advertisements have been one of the longest standing types of advertising imagery. Studies such as content analyses looking at print media have existed in studies as far back as Courtney and Lockeretz's (1971) seminal work investigating portrayals of women. Static advertisements are used for the key reason of being reader-paced, as the participants will have time to process the details of the images. Four static print advertisements were used during data collection. The static print advertisements were used to allow the participants to visualise the differences and allow for a more in depth interview as there was more range provided among the four different advertisements.

These rigid restrictions and clear guidelines ensured that advertising directly targeted at and featuring women remained the focus of this analysis. The final collection of advertisements used in this study were assessed and approved by an expert panel. The advertisements used can be found in appendix B.

3.5.2 Pre-testing of Advertisements

The advertisements were then analysed by the author and the thesis supervisor. During this pre-test both author and supervisor analysed the advertisements characters, colours, nationalities of characters, products advertised and the size of the advertisement. They discussed the areas of the advertisements that needed to be consistent between the advertisements and identified any other areas that would need to be discussed in the interviews. Possible themes and meanings of the characters, images, colours, choice of facial expressions and character size were discussed in relation to the perception of beauty. These were later used in the analysis to explore the differences between the views of the participants.

3.5.3 Expert Panel Evaluations

The advertisements chosen for the research were then assessed by an expert panel to draw insight into their perceptions of beauty. The expert panel consisted of two senior marketing academics who have extensive experience in the field of marketing communications. The experts were provided with a thorough summary of the research and the research objectives and were also provided with an overview of acculturation theory and the acculturation framework. The chosen advertisements were shown to the panel and comments regarding their perceptions of beauty and the affective, behavioural and cognitive aspects of their perceptions were discussed. This was used to help the interviewer effectively plan the interviews.

3.5.4 Development of Interview Guides

Semi structured interviews use predetermined indicative interview questions to help guide the interview. Participants are asked open-ended questions. The open-ended questions allow the participants to

contribute as much detailed information as they wish to share. It also allows the researcher to ask probing questions to follow up. The interview guide used by the researcher can be found in the appendix A. Semi-structured interviews allow the participants to fully express their viewpoints and experiences (Turner, 2010). Britten (1995) provided a guideline to using semi-structured interviews as a form of qualitative research. This guideline was used to create questions as a guide for the structure of the interviews. The guideline provides six types of questions that can be used to help guide questions. The types of questions are those based on behaviour or experience, on opinion or belief, on feeling, on knowledge, on sensory experience and on those asking about demographic or background details. This guideline was used to create an interview protocol to ensure the researcher was able to extract as much useful information from the participant as possible. The broad questions were designed to be asked to at the beginning of the interview, this was to ensure the participants felt comfortable. It also allowed them a sense that they have plenty to contribute. This was followed by more specific questions to let informants provide more details (Cooper & Schindler, 2011). The interview guide was used to create starting questions, some new questions emerged as the interviewer picked up on things said by the interviewee, this was useful in extracting more detail and depth.

3.5.5 Pretesting of Interview Guides

Pretesting of the interview protocol was conducted to ensure that the questions provided enough scope for in-depth discussion of the topic, which could explore the research questions fully. The guide was first tested on the thesis supervisor, followed by an immigrant who has been living in New Zealand for five years and an immigrant who has been living in New Zealand for 20 years. The different pre-tests allowed the researcher to identify any questions which were unclear, difficult to understand or didn't elicit in-depth discussion on the desired topic. Changes were then made to ensure the real interviews in the study would best avoid those issues. The pretesting of the interviews also allowed the researcher to practice and refine her interviewing skills.

3.5.6 Data Collection

16 interviews were conducted using Indian immigrants who have been living in New Zealand for a various number of years. The literature on semi-structured interviews states that twelve interviews are

a good number as this is when saturation is likely to occur (Guest, Bunce & Johnson, 2006; Goulding, 2005). The interviews were conducted to ensure participants from all levels of acculturation were included in the study. They were intended to continue being conducted until repeating themes emerged. Each interview was revised after completion and after 16 interviews it was decided that a wide range of participants representing different acculturation levels had been reached and the interviews had reached the stage of repeating themes. How the data collection was carried out is expanded upon below.

To begin with, the participants of the interviews were asked to arrive five minutes early so that they could be briefed on the ethical information regarding the study and how the interview would be structured (Edmunds & American Marketing Association, 1999). The interview was conducted in a project room at the University of Canterbury. The room was spacious with sufficient heating, sunlight and airflow so the participant would feel comfortable. The interviewer met the participant in a predetermined common area and led them to the project room where the interview was to be conducted. This allowed the interviewer to introduce herself and thank the interviewee for participating in the research in a casual and conversational manner. Upon arriving in the room, the participant was provided with refreshments and was given the participant information sheets and consent forms. The participant was given time to process and review the information before commencing. The interviewer endeavoured to create a relaxed and informal atmosphere to ensure the participant was comfortable at all times. The interviewer explained to the participant that the tone of the interview would be conversational, and they are free to decline answering any questions they do not wish to answer. The participant was also reminded that the interview would be recorded with their permission and that the information would be kept confidential and secure at all times.

The interview began with asking the participant broad and open questions about beauty. The questions were probed to get a sense of what characteristics the participant considers to be beautiful in a woman. This was also done to create a conversational tone with the participant where they would be able to draw from their own experiences and examples to feel comfortable in the interview. Following these questions, the participants were shown two advertisements. The advertisements were grouped together so that the western hair product and skin care product would be shown together, and the Indian hair

product and skin care product would be shown together. The advertisements from the same region were kept together to avoid the participants drawing parallels between the two different advertisements in being influenced in their answers at this stage. After the initial two advertisements were shown, the following two advertisements were presented. After both sets of advertisements were shown, the participant was shown all four advertisements together so that they could compare and contrast between them. The participants were asked probing questions regarding their thoughts on the advertisements. Any lasting questions that arose from the conversation were asked at the end and the participant was also given the opportunity to make any final comments before the interview was concluded. Lastly, the participant was sincerely thanked and presented with a beauty pack valued at \$15 to thank them for their time and participation. The interviews ranged between 30 minutes to an hour.

The interviews were audio taped using a cell phone and transcribed verbatim using a laptop. The initial interviews were transcribed by the author as it was pertinent for the author to remain familiar with the responses and get a feel for how the interviews are going. Due to time constraints, the later interviews were transcribed by an outside transcriber. In accordance with the ethics regulations presented by the Human Ethics Committee all names were removed from the transcripts. In following with the hermeneutic technique, each transcript was read after each interview and before the next. This was done to ensure the researcher is able to identify the areas that need to be further probed in other interviews. It also allowed the researcher to identify the emerging themes and topics within the interviews and identify which changes need to be implemented to improve the interviewing technique.

3.6 Participants

There were a total of 16 participants who took part in this study. The length of residency was divided into four categories. The first category were participants who have been living in New Zealand for 6 months or less, thus the least acculturated group. The second category included participants who had been living in New Zealand for between six months to two years. The third category included participants living in New Zealand for between two to six years. The last category included participants who had lived in New Zealand for six years or more, thus being the most acculturated.

There were four participants in each category. The participants ages ranged from 19-48 and included students, professional workers and stay at home mums. The selection criteria stated that participants needed to be over 18 years of age to ensure they had the awareness surrounding beauty in advertising and due to ethical considerations. Beauty advertising is prevalent in all areas of life in New Zealand, from social media, to billboards, to print advertisements and also television advertisements. Therefore, it was logical to conclude that all participants over the age of 18 would have had sufficient exposure to beauty advertising

The participants were located through the help of an Indian organisation in Christchurch called Indian Cultural Group (ICG). A member of ICG was contacted to see if they would be willing to help recruit participants who would be interested in partaking in the study. ICG was sent out information sheets with the relevant information which they then emailed onto possible participants, who emailed the researcher with their expression of interest. Some participants who had not yet joined the email database of ICG were found through ICG posting an image and description of the study on their Facebook page. The post included the author's email address which participants were able to use to send an email with their expression of interest.

Participant	Length of Acculturation	Age	Occupation
1	10 months	20	Biologist
2	12 years	23	Student
3	3 years	31	Checkout Operator
4	10 months	21	Student
5	5 years	33	Restaurant Manager
6	11 years	52	Cleaner
7	1 year	30	Dairy worker
8	5 months	27	Housewife
9	2 years	35	Student
10	3 months	19	Student
11	3 months	26	Housewife
12	10 years	26	Housewife
13	3 months	20	Student
14	4 years	28	Social Worker

15	17 years	42	Beautician
16	5 years	29	Hospitality

Table 3.1 Table of Participants

3.7 Data Analysis

The in-depth interviews were all transcribed verbatim into word documents to then be analysed using NVivo12 software. The initial interviews were transcribed by the author to get a feel of the data and identify potential themes emerging. However, due to time constraints an external transcriber was used to transcribe some of the later interviews. The author then reviewed all the transcripts. Reviewing the transcripts is a crucial step in the research process as it helps the researcher understand the participant responses and to become familiar with the responses to prevent miss-readings (Ezzy 2002; Huberman & Miles, 2002; Spiggle, 1994). Reviewing the transcripts also ensured the researcher could correct any transcribing errors to ensure accuracy.

The ABC acculturation framework (Ward et al, 2001), that was used as a theoretical lens of interpretation allowed the researcher to categorise the findings into three sections; affective change, behavioural change and cognitive change. The researcher then used thematic analysis to identify the themes and concepts within those categories. The NVivo software was used as an aid to sort and collate the response themes (Ezzy, 2002; Glaser, 1978; Strauss & Corbin, 1990). Through this the data was able to be categorised and the researcher was able to connect specific quotes to the relevant themes (Ezzy 2002; Spiggle, 1994). The thematic analysis process was conducted through two stages. The first stage is categorisation which is then followed by abstraction. Abstraction is the process of grouping similar categories developed in the categorisation process to form high-order conceptual constructs (Ezzy, 2002; Spiggle 2002).

A reflective journal was also used throughout the analysis to help aid the researcher. The reflective journal contained the author's thoughts on possible emerging themes, contrasts and higher order

themes. The thoughts were recorded in journal entries and were later reflected on to help order and review the thoughts on the iterative process being used (Strauss & Corbin, 1999; Spiggle, 1994; Taylor & Bodgan, 1998; Ezzy, 2002). The themes were checked by primary and secondary supervisors to ensure the themes were logical and reflective of the data collected.

3.8 Establishing Trustworthiness

This research addresses the issue of trustworthiness as opposed to the conventional terms of reliability and validity as they do not apply to this research's ontology and epistemology. Reliability and validity base their beliefs on one true reality. Validity looks at how one variable causes another and reliability deals with its consistency (Guba & Lincoln, 1985). The researcher believes multiple constructed realities can be discovered depending on an individual's own interpretation. Thus, the idea of one true reality does not align with the researchers epistemological beliefs. Trustworthiness will therefore be used as a measure for reliability and validity in this study, in order for the research to be seen as credible (Guba & Lincoln, 1985). It will be broken down into four key areas, credibility, transferability, dependability and confirmability. These four aspects will be further addressed in this section.

3.8.1 Credibility

Qualitative research uses credibility as an equivalent of internal validity. Internal validity is defined as the amount of variation in the dependent variable that can be explained by the independent variable (Guba & Lincoln, 1985). This shows that internal validity is searching for one "true" answer and ensuring the research has eliminated all other possible explanations for a phenomenon. However, as the researcher believes in multiple constructed realities, credibility is the suitable way of establishing the trustworthiness of this research (Guba & Lincoln, 1985). Credibility assumes that there is no "one truth" but multiple constructions of reality. Therefore, in order for the research findings to be credible, the researcher must prove that the multiple realities have been represented and interpreted accurately.

Triangulation and peer debriefing have been used as forms of justification to ensure credibility of this research. Triangulation of the data was performed by using recordings of each semi-structured in-depth interview, previous literature, and the reflexive journal notes from each transcript (Guba & Lincoln,

1985). The consultation of multiple sources ensured the accuracy of interpretations and helped confirm credibility. Peer debriefing was also conducted by having the researchers supervisor review the transcripts and thematic summaries uncovered by the researcher. The researcher's supervisor acted as an expert judge and also examined the codes and themes which were identified during the analysis. This allowed for the assessment to see if there was enough information and description in the research which would allow peers to effectively assess credibility (Denzin, 1989; Geertz, 1973; Miles & Huberman, 1994). This also allowed the expert judge to confirm the logical interpretation of the data (Guba & Lincoln, 1985). The process of triangulation and peer debriefing ensured the credibility of the research.

3.8.2 Transferability

Transferability is the equivalent of external validity for this type of research. External validity is defined as how successfully the results of a piece of research could be generalised if different participants and measures were used (Guba & Lincoln, 1985). External validity is not applicable to this type of research as it does not align with the epistemology of the researcher. The researcher believes that all individuals have differing constructed realities based on their different experiences which help shape their perceptions. Therefore, this research cannot be recreated to be the exactly the same if different participants were to be used. Different interviews would result in different responses as all participants would have differing experiences and perceptions of reality which would not provide the same results. Thus, transferability is more applicable to this type of research as it refers to the applicability of findings to different contexts (Guba & Lincoln, 1985). This would allow another researcher to look upon the findings of this research and determine whether they would be applicable to their own research area. The person wishing to attempt the transfer is responsible for determining the transferability of the findings of this research to their own. This is due to the fact that the researcher is unable to foresee exactly what populations or settings that someone may want to transfer the findings on to (Guba & Lincoln, 1985).

The researcher cannot achieve external validity through generalisability as generalisability does not fit with the ontological position of the researcher. Therefore, transferability can be achieved through description. A rich description can be given so as to allow assessment by other future researchers

(Guba & Lincoln, 1985). This includes having sufficient information with comprehensive descriptions and contextual information. The researcher has endeavoured to do so in order to achieve a high level of transferability. This can be seen in the in-depth description of the participants chapter under section 3.6, the chapter four detailing the findings of the research, alongside a comprehensive discussion chapter five. Transcripts of the interviews are also provided in appendix E. These sections should include enough information for any researcher to determine whether it is able to be transferred to their own population (Guba & Lincoln, 1985).

3.8.3 Dependability

Dependability is used as a proxy of reliability in this research. Reliability is how well the findings can be replicated if similar methods and participants are used (Ford, 1975). As this research has epistemological beliefs congruent with constructivism the concept of replication is not applicable. This is due to reliability assuming there is one “truth” as opposed to the belief of multiple constructed realities. Instead, dependability is better suited and is incorporated by ensuring the methodological and analytical processes used are logical (Guba & Lincoln, 1985). Dependability was assessed by having the judges assess the processes chosen by the researcher to be logical and dependable. This was done using the reflexive journal, which included information on the processes, decisions, data, findings and the interpretive notes of the researcher. This helped to explain the logic applied by the researcher.

3.8.4 Confirmability

Lastly, confirmability is the equivalent of objectivity for qualitative research. Objectivity is where multiple researchers agree on the interpretations of the research's findings. This can be done by having another researcher check over the data, findings, and interpretations to ensure that they are supported by the data and the researcher is not biased in any way (Guba & Lincoln, 1985). The researcher's reflexive journal and triangulation of the data helped determine confirmability. This was done by allowing the judges to assess the researcher's notes, assumptions made during the interviews, recordings and transcriptions of the interviews and the interpretations of the data. As the judges were able to review all elements of the research, they were therefore able to confirm that the findings were an accurate representation of the data and not biased in any way.

3.9 Ethical Considerations

Researchers need to consider any ethical issues that may surround their research (Esterberg, 2002). The researcher submitted a low-risk application to the University of Canterbury Human Ethics Committee to ensure approval of an ethical research process. This included individual participant treatment, ethical approach to the interview process and the confidentiality and consent of identity and information of the participants. The application was accepted on the fourth of September 2018, on the terms of anonymity and allowing the freedom for participants to opt out of any questions they do not wish to answer. This confirmation can be found in appendix D. The reference for the ethical approval of this study is 2018/60/LR.

3.10 Conclusion

This chapter has included the logic and thought processes that underpin this research. This chapter highlights the research approach and the major decisions representing those approaches are summarised. This research follows a qualitative research method of interviews which is shown as appropriate for this research as it aligns with the researcher's epistemological belief of constructivism her use of hermeneutical techniques and answers the research questions. Therefore, trustworthiness had to be established in order for the research to be seen as credible. Section 3.8 includes a discussion from which it can be concluded that the methodology of the researcher is credible.

Chapter Four – Analysis and Findings

4.1 Introduction

This chapter reports the findings of the study. The research was gathered using 16 in-depth interviews. The chapter includes in-depth descriptions of the findings along with text units from the interviews to support the descriptions.

The ABC acculturation framework was used as a theoretical lens of interpretation to detect any changes in perceptions of beauty. It was used by categorising the data into three sections, affective change, behavioural change and cognitive change. The data was categorised by thoroughly screening the transcripts and identifying and coding evidence of change into the respective categories. Thematic analysis was then applied to the sections to inquire what reasons there were behind the changes and to see if length of residency had an influence on these changes.

The analysis of the data gathered identified three major themes overall, with each major theme corresponding to an area of change in the ABC framework. Affective change showed a theme of seeking validation, behavioural change showed a theme of habituation and lastly cognitive change showed a theme of self-identity. These major themes were found to answer why individuals go through affective, behavioural and cognitive change. The advertisements chosen worked effectively as a visual aid and initiated conversation that led to the themes and subthemes.

The themes are addressed below using their supporting subthemes that join to form each major theme. The subthemes include a description of how they each contribute to the major theme identified in the data. Supporting text units from the interviews are used to further explain the subthemes and their relation to the overarching themes.

4.2 Affective Change - Seeking Validation

Upon analysing the category of affective change, seeking validation was found as a major theme that provided reason for affective change in participants. Many participants felt a need to seek validation among their peers, families, co-workers and the general extended society. Affective changes can be noted in the data as it represents participants seeking validation. The three subthemes which arose are indicative of the factors which created the need among the participants to seek validation from other people. These three subthemes are, a sense of belonging, establishing self-worth and the growing media culture. These three subthemes will be expanded upon below with supporting text units.

4.2.1 Sense of Belonging

A strong reason behind the need to seek validation is the notion of feeling a sense of belonging. All of the participants are immigrants therefore it is reasonable to assume that at some point throughout their immigration, the participants would have been out of their comfort zone due to the physical, cultural and environmental differences. The data reflects participants changing and adapting their behaviours to *“be more like them”* (Participant 14). By changing their ways to become more like their host country, the participants are trying to feel more welcome and more at home. Rather than being an outsider they are trying to fit into the new environment so they don't stand out. In order to establish this sense of belonging participants seek validation to reassure themselves of the newly developed sense of belonging. Participant 14 states:

“ think this is in my mind. Like I think most of the people look beautiful, most of the people I meet they prefer makeup and dressing well. So somewhere even I want to be one of them... not feeling like I am not looking great like them” (Participant 14, 4 years).

The participant seeks validation from her peers in order to create a sense of belonging in which she feels included and part of the team. To ensure she gets this validation she changes her actions to follow those of her peers in order to *“be one of them”*. Participant 1 stated:

“So I have gone through this experience where two or three people at the workplace have hinted that [Name] you need to wear some amount of makeup and that made me feel realise,

okay, for people here, it is hard to take in a person with a natural face for them they want for you to cover up your acne's and everything" (Participant 1, 10 months).

Similar to a uniform, when a group are presented in a similar fashion they feel as if they belong to a team, thus this shows that the participant changed her action to seek validation from her peers and establish this sense of belonging in her workplace. Participant 5 stated:

"So that I can fit in, and the people don't look at me distantly, and that she has come from other country or something". (Participant 5, 5 years)

The feeling of difference can often lead to feeling isolated and excluded, particularly if you are the only one. Accents and language barriers are difficult to change where clothing and presentation are much easier, therefore, participant 5 changed her appearances in order to "fit in" with her colleagues in order to establish a sense of belonging. This is consistent with the findings of Berry (1992) which states that affective change and acculturative stress can create stress manifestations and can leave an individual with the feeling of marginality and alienation. Participant 5 shows signs of feeling alienated and therefore seeking sense of belonging through acculturative change. This is also consistent with the findings of Yachnich (2008) which states that emotional stressors can originate in immigrants through uncertainty and anxiety about the future (Ritsner et al., 2000), sense of loss and of not belonging in the host country (Aroian & Norris, 2000).

4.2.2 Establishing Self-Confidence

The data shows participants using the validation sought by others to establish their self-confidence . The approval of other people leads to the participants feeling accepted and therefore, worthy. The approval that is sought by the participants manifests in an increase in behaviours and patterns that grant validation by their peers and family. As participants receive more validation, their self-confidence is increased. Participant 1 states:

"and then suddenly this European is coming up to me and saying that you are so lucky you don't have to tan yourself". (Participant 1, 10 months)

This leads to an increase in their self-confidence as they receive more validation and compliments for the way they look.

There is a difference in the type of validation sought by participants after they immigrate to New Zealand than that of when they were living in India. For example in New Zealand, many participants seek validation through the lack of negative feedback on body weight and beauty choices, as opposed to seeking validation through compliments. Many participants experienced a surge in self-confidence due to the lack of negative feedback received in New Zealand. Participant 3 states:

“I feel more comfortable here, I can wear anything. I can go to malls and no one is looking at me, what I’m doing, is it looking okay or not. I’m not very worried about it. Here it’s more casual and people are more accepted, like they accept it very easily.. the body weight that I am at the moment, even if I am fat, I’m short, I’m not fair. They will accept me as whatever I am at the moment. I look like that, that’s perfectly fine”. (Participant 3, 3 years)

Similarly, participant 10 stated:

“back in India, I feel more conscious of the way I look because I had to be presentable at all times. Here it’s more like, people accept you the way you are. You don’t really have to try that much...I feel normal here, even though I’m on the heavier side, I feel like you know, there are girls who are on the heavier side here and it’s normal. It’s not, back in India everyone is calling you fat, shaming you. Here it’s not like that, that’s a good thing about New Zealand”. (Participant 10, 3 months)

This shows that there does not necessarily need to be verbal validation about a person’s appearance to increase their self-confidence, the sheer lack of negative feedback allows them to feel validated and therefore more confident. This also provides evidence of assimilation as per Berry (1997) as the participant is showing signs of adopting the cultural values, traditions and norms of the new society they are immersed in (Sam & Berry, 2010).

4.2.3 Increasing Media Culture

The increase in media culture is a contributing factor behind the need for validation, particularly the growing social media era. Social media allows for people to receive instant validation through the use of likes, comments and followers. Due to this instant validation that people receive, the need for

validation seeps into more areas than just social media, as it becomes a necessity for establishing one's identity, which will be expanded upon in the following sections.

As societies become more modern and technology improves, it becomes easier for individuals to carry out activities which would be tiresome and time consuming in the past. One of these activities include taking photographs. Photography has become incredibly easy through the use of smartphones which are accessible to a significant percentage of the general population. Due to the ease surrounding taking photos, participants feel that they must be ready to take a picture at all times. This leads to some participants acquiring new habits where they present themselves to a standard where they would be comfortable to take a picture, particularly during social settings. This can be seen by participant 14 who states:

"I used to never wear makeup at that time and I would be like oh they look beautiful in pictures so that came to mind, that okay, I should try that one too. So now I go out and every time I look presentable, I'm ready to take a picture. So that kind of makes me. So somewhere these things, like pictures and social media is actually affecting me more. (Participant 14, 4 years)"

Here participant 14 is showing signs of problem focussed coping as per Folkman (1984). The participant has encountered a stressful situation in which she has responded to with direct action. Through this she is controlling the person-environment relationship.

4.3 Behavioural Change - Habituation

Upon analysing the data which showed behavioural change, the theme of habituation was found. Most people have particular tendencies which can lead to acquired behaviour patterns that become involuntary in day to day life. The data analysis showed that the act of habituating was seen among all of the participants, however certain habits changed among some participants in response to immigration.

The three areas of change in habits that were identified include, maintaining old habits, developing new habits and ceasing old habits. In literature this is referred to as culture learning and culture shedding (Berry, 1992). The habits that were maintained vastly consisted of behavioural actions towards beauty

that were practiced in India and were passed on through generations. These included the use of natural oils for skincare, application of an Indian eyeliner called kajol, and talcum powder used for facial oiliness. These habits could not be changed among many of the participants. There was also the habitual tendencies that caused some participants to not use sunscreen, to avoid heavy makeup and retain the same dress sense even after immigration.

Developing new habits was another area of change which was identified in the data. Many participants acquired new habits of healthy eating, applying makeup to look presentable and caring less about other people's opinions in regards to their appearance.

The third area of change was ceasing old habits after immigrating to New Zealand. Some participants changed some of their behavioural patterns by ceasing their usual beauty habits. This included ceasing to use herbal or natural face packs, changing their dress sense and putting less effort into the maintenance of their beauty needs.

The three subthemes found which explained why these changes in habits occurred were, strong cultural ties, modernisation and education and accommodating to the new environmental factors. These subthemes are expanded below along with supporting text units.

4.3.1 Strong Cultural Ties

Due to having strong cultural ties some participants could not change or adapt to new habits after immigrating to New Zealand. As the participant statements show, certain habits were considered to be *"in their blood"* (Participant 5) which is why they could not be changed. Regardless of the environmental factors and change in culture, many participants maintained a strong cultural connection with their home country through the use of their beauty habits. Participant 7 states:

"yeah because biologically I like black colours so I like black long hair, since from my childhood, I was watching all the women's [with] very black hair and she looks beautiful...".
(Participant 7, 1 year)

In Indian culture many women perceive long black hair to be the standard of beauty as it is considered beautiful to have healthy long hair and genetically black hair is the most common. Due to this, the participant considers long black hair to be the standard of beauty, even after years of living in New Zealand where long black hair is not the norm. The participant states that *“that’s why, even now my hair is long”* (participant 7), demonstrating the strong cultural ties she has to the standard of beauty etched into her culture. Participant 7 also states that due to her culture she would not be comfortable wearing revealing clothing due to her elders and states *“that is something that will always be there with me”*.

These habits have been instilled by many generations of Indians and despite the fact that these habits are different to those which are present in the New Zealand society, participants could not let go of these practices or the way of thinking. Participant 5 states:

“No, I still feel the same. I still feel that I will not be able to change myself, because I have been like this for my whole life. So just for 4 years or for next maybe 40 years I can’t change myself. Because I have been grown like this, its in my blood I think. I can’t change my appearance” (Participant 5, 5 years)

This shows that the habits which are created through cultural practices are so deeply embedded within some immigrants that they do not see any change in the foreseeable future, nor any reason to change. Participant 6 states:

“because it’s my culture, doesn’t matter where I live, I choose to live by it as I would back home” (Participant 6, 11 years)

This shows that she too has strong cultural ties with which she is not willing to part. She describes her tie to her culture through clothing in which she states

“I like that they wear sarees and our traditional wear, its nice to see for a change and I like our traditional wear. It’s what I have always seen. Especially for the bride, colours look nice especially red because that is what represents a bride for us whereas here people wear white. It’s too different to us so that’s why I don’t like it”. (Participant 6, 11 years)

Despite living in New Zealand for an extended period of time the participant is still strongly connected to her ideas of beauty as per her culture and does not welcome the difference between the two

countries. This area of change indicated no cultural shed, thus falls into the parameters of integration or separation strategy (Berry, 1992).

4.3.2 Modernisation and Education

Modernisation and education has led to many of the participants developing new habits and ceasing their old habits. As societies develop and individuals become more informed and educated their habits tend to change to suit the modern and educated world.

People are now more informed about the effects of eating healthy and the influence it has on skin and wellbeing. Thus, the data reflects that participants changed their eating habits to help attain healthy glowing skin. Participant 8 stated:

“So now I've realised, inside I should also be very good, not only outside. So, I've started eating healthy, nowadays I'm totally into salad or something” (Participant 8, 5 months)

This shows that the participant has become more educated about healthy eating and has changed their habits accordingly. Similarly, participants exercised more in order to ensure they were healthier which would reflect on their skin and spent less time out in the sun to avoid sunburn and pigmentation. Participant 2 stated:

“I've kind of like decided to take care of myself in that way, as in not to be in the sun for that long as I know what kind of damage it does to me and it kind of plays with my confidence as well”. (Participant 2, 12 years)

The participant has become more educated about the risks of sun exposure and has thus changed her habits accordingly.

Additionally, due to modernisation many participants have developed new habits to suit their daily lives. As more and more females join the professional workforce, standards for attire are created, particularly in the corporate organisations. The standard for attire and appearance in most corporate organisations are semi-formal or formal clothing with light makeup for females. Due to this many participants have had to develop new habits of wearing light makeup daily as they head to their jobs. Participant 1 stated:

*"I think it's kind of a compulsion that made me use makeup, because of the work standards".
(Participant 1, 10 months)*

This shows that as standards are set in the professional workforces, participants change their habits to meet the bar of expectation. They also had to seize wearing traditional attire at work as it is not an acceptable form of appearance in most workplaces. Participant 5 stated:

"in the initial stage I used to wear the Indian dresses, but then I, as I started my studies and I started my job I started wearing western dresses. Because I got to know that here, people are more comfortable, even I was more comfortable and to gel with other people, its more good to not wear Indian dresses. Because you, if here I wear an Indian dress, I don't say that people look you downward, but it's just they look, you look very different from other people, you don't get into the culture". (Participant 5, 5 years)

This shows that the participant initially wore traditional Indian attire but as she realised it did not meet the work standards, she changed her habits accordingly to fit the modern work environment. In contrast, participant 6 states that:

"these days because of my job I am wearing all types of clothes now. I am wearing pants and tops and at home I wear salwars and when I go out I wear saris which I like. So it's not like I strictly just wear one type of clothing, and whatever I wear I like". (Participant 6, 11 years)

This shows that the change participant 6 encountered was strictly practical as it's easier to work in pants and a top and these behavioural changes did not expand through to her daily life.

This area shows a mix of both cultural learning and cultural shedding as participants are learning to change areas of dressing, makeup and health in order to reflect the norms of the new social environment and in doing so are thus shedding features of their old cultural norms.

4.3.3 Accommodating to the New Environmental Factors

As individuals immigrate to a new country their physical environment changes which leads them to acquire new habits and forego their old ones. Some participants habitually used certain products in India which they had to forego due to not having access to them when they immigrated to New Zealand.

This led to them seeking and replacing those products which are available in their new environment.

This is shown by participant 1 who states:

"I only used those natural stuff so you know, whatever grandma made for you. So I was that kind of person, so I knew that if I'm going to New Zealand, I won't be having ingredients that I have back home, so while leaving from India I had a like, I had made up my mind that okay I won't be using these products for a year so I have to let go of them". (Participant 1, 10 months)

The weather in New Zealand also differs immensely from the weather in most parts of India. Thus, many participants had to change the way they dressed in order to suit the new temperatures. There is also a difference in lifestyle for many participants who have immigrated to New Zealand. Where in India they may have not been working or had more spare time and family support, in New Zealand working takes up a lot of their time thus, leaving them with less spare time to carry out some actions which had become a habit as shown by participant 16 who states:

"when I was in India I would use to apply, not to make my skin white, but just for keeping it nice and tidy. I would apply so many things, and , like Multani Mitti or like face packs and stuff. But since I'm here I never done anything, because I don't really have time" (Participant 16, 5 years)

Participant 15 states:

"because we used to facial every month. Because that was the thing right. You need to do facial, brows and waxing so your beauty therapist will either come to your home or you will go to the salon. It was easy, even the pedicure as well. Pedicure was not every month but it was every 2 or 3 months I will get it done. And it was cheap and affordable back home as well". (Participant 15)

This shows that there is a difference in the cost of goods and services between India and New Zealand. Where in India services such as facials and waxing were relatively cheap, in New Zealand they are much more expensive resulting in fewer visits. This leads to new habits such as shaving and using face wash at home on a regular basis. Participant 11 states:

"I was just worried about ah legs waxing, how could I get that waxing as I was used to waxing so much because I would about waxing every 10 to 15 days and here it's quite expensive so I can't visit 10 to 15 days, so I could start using razor I don't want it because I haven't used it before" (Participant 11, 3 months).

This shows that in order to accommodate to the new environment participants had to change their habits accordingly. Therefore, participants must shed their old cultural habits in order to fit into the new environmental changes.

4.4 Cognitive Change - Self Identity

Lastly, the concept of self-identity was identified as a theme in the data. This theme explains the reasons for which cognitive changes occurred. It is comprised of subthemes which arose through the analysis the data. The subthemes identified to better understand this theme are, self-esteem, societal pressure and self-acceptance. The participants responded to the advertisements and questions according to their thoughts and beliefs which contribute to their self-identity. Many participants felt that certain beauty products would not be suitable for them as it does not match their self-identity through their culture, whereas others looked to evolve their self-identity through change in their appearances. Self-esteem, societal pressure, and cultural beliefs were the key subthemes which incorporated participants reflections on self-identity.

4.4.1 Self Esteem

Self-esteem is a significant aspect of self-identity. The data showed that the stronger the self-esteem of the participant, the more astute they were about their self-identity. However, very few participants were confident about their self-identity. Although many participants stated the importance of *inner beauty*, very few showed signs of simply focussing on that. Most participants struggled to come to grasps with their self-esteem. Participant 1 states:

“And from my personal experience I do have some stretch marks and I am kind of not confident in showing them off” (Participant 1, 10 months).

Feeling self-conscious about your appearance can lead to diminished self-esteem. The key reasons behind lowered self-esteem were unrealistic beauty standards portrayed in media and societal pressure which will be expanded upon below. Participant 9 spoke about advertising and media and stated:

“ the main reason or the main purpose of showing advertisement is to make people self-conscious and make them feel the need to buy those products. Unless they set a standard for beauty or unless they make it really clear, then the people the way they are taking care of the skin or the way they are taking care of their hair is not right, they won't be concerned about buying the products, so they try to raise the standard of beauty as much as possible, making people self-conscious and feel they are not up to the mark”. (Participant 9, 2 years)

As media continues to be the standard of beauty for many women across the globe, they are made to feel self-conscious by not meeting the expectations around what is considered beautiful. This therefore lowers their self-esteem and impacts their self-identity negatively. This differs to a finding in literature which states that people are motivated to feel a positive self-concept (Padilla & Perez, 2003). These results show that despite understanding the unrealistic standards of beauty people are still negatively impacted, which impacts their self-worth and self-concept.

4.4.2 Societal Pressure

Societal pressure is another significant contributing factor to participants establishing their self-identity. Participants identified the influence other people's thoughts and judgements had on their decisions. An element of this can be found in section 4.2 above. Participant 10 states:

“as a child I always wanted to be fair because if, I wasn't tall, but yeah I had a couple of Aunties tell me 'Oh my god you're really dark you shouldn't go out in the sun, you'll get darker. Like put this. Yeah, I've had that said too. Put this on your face, put that on your face you'll become fairer, your skin will become lighter or your skin getting dark in the sun, you're getting this on your face, you're getting that and the beauty parlours back at home don't help you either. Yep. They always have some concern with your skin and it's always you're getting dark. You need to take these anti-tan packs and put it on your face and all of that. I've always been told that you have to do this and that”. (Participant 10, 3 months)

This statement shows the severity of the social pressure put on females in India. It shows that the expectation for beauty in India is set at a high standard and the societal pressures which surround the participants ensure that they try their best to meet that standard. This societal pressure thus impacts their self-identity as it inhibits their options for their freedom of expression via their appearance.

Social comparison is another form of societal pressure which was identified in the data. Participant 15 states:

“I think the way I was raised in India. Like I was raised with the social comparison. Everything is being compared, either to your neighbour or to your friends or even in your family and extended family and things like that. I think that it’s kind of, that’s where it comes from because it depends on what kind of society or the label you are living in. And that’s probably where it came from” (Participant 15, 17 years).

Social comparison can have an impact on self-identity as it pressures individuals to not only look like one another, but always try and look slightly better, resulting in lack of originality and lack of self-esteem.

Due to the pressure that society has placed on female beauty, many participants were found tailoring their appearance, their actions and their beliefs to succumb to societies’ demands. As displayed in the quotes, many participants tried to alter their skin colour, their weight, their choice of attire and their makeup preferences in order to suit what society demanded. The data showed that the societal pressure put on the participants altered their self-identity as they were not expressing their true feelings via their appearance, but instead yielding elements of their self-identity to conform to societal expectations.

These findings support literature surrounding social identity which states that self-concept derives largely from group identification and people establish positive social identities by favourably comparing their in-group against an out-group (Operario & Fiske, 1999).

4.4.3 Self-Acceptance

Self-acceptance is a key element of self-identity. Many participants responses showed that many did not accept themselves as they were and tried to alter their appearances, as can be found in the above section. Participant 2 was using fairness creams to lighten her skin tone as throughout her childhood she was led to think that lighter skin equates to a more beautiful girl, however it was once she stopped using those fairness creams that she started to accept herself.

“I felt so much better, because those creams would be very, they would just make me feel so fake and I never realised it, but once I started going natural, I could just say this is me and I could feel more confident” (Participant 2, 12 years).

There were also some responses which showed some participants becoming more accepting of themselves after moving to New Zealand. It was felt as if there was less judgement in New Zealand towards appearance and there was no set definition of beauty to abide by, but rather a more open opinion towards beauty in areas of skin tone and weight. This led to an increase in self-confidence which resulted in self-acceptance. This can be seen by participant 9 who stated:

“I moved to New Zealand and I've seen people with plus sizes as well, the way they carry themselves, they feel more confident and they look beautiful in that. So that's made me feel more confident even if you are tiny person, you can be beautiful...I've been exposed to this new culture, people have made me love myself, rather than being self-conscious about what I lack in” (Participant 9, 2 years)

4.5 Media

Additionally, along with the major themes that were identified within the three areas of change the influence of media was identified as a prominent influence as a theme in the data. Three subthemes were identified within this theme which expanded on the participant responses. These included, media exposure, celebrity idolising and setting the bar for beauty. The supporting text units show how media influence contributed to participants perceptions of beauty and the possible influence in the changes of perceptions of beauty.

4.5.1 Media Exposure

One of the key reasons media has such a strong influence on the perceptions of beauty is due to the large scale exposure it has in today's society. In the form of advertisements on social media, billboards, commercials, magazines, newspapers, endorsements and more. It has become increasingly difficult to evade exposure therefore making it a constant form of influence. Participants stated that there is a lot more exposure to media in the form of advertisements and billboards in India than New Zealand.

“So in India you find posters of everything everywhere. Even in like the tiniest stalls or the tiniest shops or anything there will be posters promoting something or the other. And mostly it's about your fairness creams and stuff like that. With images of actresses on it” (Participant 13, 3 months).

There are also advertisements on television that can gain a lot of exposure through the culture of watching television in many countries.

“I used to watch a lot of TV when I was back in India, there used to be like ads in between shows and everything so because of that that had a huge impact” (Participant 12, 10 years).

However, social media influence is just as prominent everywhere. Through platforms such as Facebook, Instagram and YouTube, the beauty industry is able to have exposure through the touch of a finger.

“Because people follow blogs and Instagram and even the Facebook as well, whatever is trending people just follow nowadays” (Participant 15).

The term ‘trending’ is used to describe what is currently appealing in the market or in the industry and has a lot of impact on women and their perceptions of beauty through influencers and vloggers, as shown by participant 2,

“when I first moved back, I did get very influenced by make-up vloggers on Instagram and YouTube because that would be what was trending here in New Zealand”. (Participant 2, 12 years)

4.5.2 Setting the Bar for Beauty

Media has become a direct reflection for what the ideal beauty standards are believed to be. From the models in media, to the clothing and products used, media is looked upon as setting the bar for beauty. Therefore, it directly influences perceptions of beauty among the participants as it illustrates to them, what specific characteristics are considered beautiful. Skin type, hair type, body type, makeup and fashion are all areas of beauty that are represented via media on a large scale. Participant 2 stated:

“I would see in Indian newspapers for hair oil and how models and actresses would have their hair so beautifully styled. It would make me think that if I would use the hair oil product it would make my hair the same, but obviously it wouldn’t, but yeah, I think people still buy it because they’re influenced by the ads that way. The same goes for the skin moisturiser, it’s meant to influence the person who is looking at it and make them feel that they will be more beautiful by using these products”. (Participant 2, 12 years)

It is responsible for influencing how beauty is perceived due to promoting and awarding a particular appearance, while shaming discouraging other appearances. This not only creates trends in beauty but also encourages people to follow the particular rules surrounding beauty in order to fit in. Participant 13 stated:

“it’s like the media is trying to create this perspective of people like okay if you have this complexion and you are this type of fair then only then you are perfect. Like that’s the standard of beauty”. (Participant 13, 3 months)

Younger generations are more likely to try and conform to this standard of beauty as they are more impressionable.

“I was to be like very young like teenage or so, definitely I would go for this, oh she’s looking like so more beautiful and more fair colour. So I if I use that my skin would look like more glowing and I should go for that (Participant 12, 10 years).

These findings support literature which states that unrealistic beauty images and a focus on traditional femininity can damage females’ self-image. (Evans et al, 1991; McRobbie, 1982; Pierce, 1990). Davidson, Yasuma, and Tower (1979) and Donnerstein and Linz (1989) also concluded that a stereotyped or negative content can affect and harm individuals. Additionally a study by Milkie (1999) found that although girls might see images as unrealistic and prefer to see real girls they are still harmed by the images. The study also found that white skinned girls are harmed by these images because they believe that others find the images important and that other people in the local culture, particularly males, evaluate females on the basis of these images. In addition to this, the study found that minority girls do not identify with white media images. This is shown to be not completely align with the findings of this study. While the participants leaned towards to the Indian advertisements in the interviews, the standards of beauty they felt which were created through reflected both Indian and western media equally.

4.5.3 Celebrity Idolising

In addition to setting the bar of beauty, media employs celebrities to depict the current perception of beauty. Celebrities are idolised for their appearances and are often seen as the embodiment of perfection in terms of beauty.

“For me, like the way the actresses look is the standard of beauty, for me” (Participant 5).

Thus, celebrities are used to influence the perception of beauty by endorsing the flawless look that many try to achieve. Many participants stated that they are fond of the way some celebrities appear in advertisements and many tried to alter themselves to look like them.

“I was trying to be someone else. I was trying to be like those models or those actresses on TV ads and that wasn’t me” (Participant 2, 12 years)

In India especially, Bollywood movies and the Indian actresses have a strong influence on beauty and the way people wish to look. Participant 3 states:

“because India has lots of influence from Bollywood, everyone wants to copy the Bollywood stars, it’s a big impact. Just because they might be someone’s favourite heroine as the teenage girls who don’t understand and say, oh if I put this colour on, I’ll look like her”
(Participant 3, 3 years)

As times change and different celebrities come and go, they are still referred to as idols for beauty. Participant 1 states:

“celebrities do a certain thing and it just ends up being a trend and people end up following that as a standard”. (Participant 1, 10 months)

Celebrity idolising has been going on for centuries in where if they’re on a billboard, poster or screen they are seen as the bar of beauty. However it was also noted that many participants felt that the advertisements were extremely edited and therefore not showing an accurate portrayal of beauty.

“They’ve highlighted her hair to fold, made it look darker and thicker, doesn’t look natural, I don’t really see people walking around with hair like that on the road. Yeah I mean, even

nobody looks that great, so it's always I don't know, fake, what you say" (Participant 10, 3 months).

But despite the participants understanding that on a rational level it was not possible to look exactly like the celebrity, it was still evident that many did perceive them to be the epitome of beauty. The influence of media in the purpose this study will be expanded upon in the following chapter.

Studies dating back to the 1970's support the theory that people have the desire to be like a media character as a form of wishful identification (Von Feilitzen and Linne, 1975). McGwire (1974) observed that people try to look and act like film and television stars by adopting their clothing styles and mannerisms. Media exposure and types has only increased since then and with it so has celebrity idolising. A study conducted by Fraser and Brown (2002) found that Elvis fans and impersonators developed strong identification with him by consciously role modelling his values and by changing their own lifestyles to emulate him. Another study conducted by Maltby et al (2005) examined the relationship between celebrity worship and body image. The study found significant relationships were found between attitudes towards celebrities and body image. This aligns with the findings of this research.

4.6 Chapter Summary

The findings addressed in this chapter have highlighted the four major themes identified within the data. These four themes are habituation, seeking validation, self-identity and media. These four themes all have an impact on an individual's perception of beauty.

Habituation consists of three aspects, strong cultural ties, modernisation and education and accommodating to the new environment. These three aspects influence the act of habituation which then impacts an individual's perceptions and their responses to beauty. Seeking validation consists of the participants seeking a sense of belonging, their ability to establish self-confidence and the pressure of the increasing media culture. Through these three aspects individuals go through the process of seeking validation in order to meet their expectation of beauty as per what is set in media and advertising. Self-Identity includes self-esteem, societal pressure and self-acceptance. An individual's self-identity is one of the key contributors to an individual's thoughts and perceptions, therefore it

influences the perceptions of beauty. Lastly, media influence is comprised of three aspects which are media exposure, setting the bar for beauty and celebrity idolising.

The four themes and the corresponding subthemes demonstrate the factors which could influence, alter or contribute to the perceptions of beauty. Exactly how the themes impact an immigrant's perception of beauty will be addressed in the next chapter.

Chapter Five - Discussion and Conclusion

5.1 Introduction

The following section discusses the findings of this thesis and addresses the research objective and questions. The section also includes the academic contributions, managerial implications and limitations of this research. The chapter closes with directions for future research which is followed by the conclusion of this thesis.

5.2 Interpretation and Discussion of Findings

This thesis started with an overview in the literature surrounding immigrants' perceptions of beauty. The review brought together the literature surrounding acculturation and showed a logical progression of literature going from acculturation, to the ABC framework (Ward et al, 2001), to beauty and finishing off with acculturation in marketing.

The review began with outlining acculturation and the types of change in acculturation. The four major types of change according to literature are assimilation, integration, marginalisation, and separation (Berry, 1997). Through the review of these four changes it was understood that acculturative change allows for changes in affect, behaviour and cognition amongst immigrants. This led to and validated the use of the ABC framework (Ward et al, 2001) as a theoretical lens of interpretation. One element of acculturation that can influence change is length of residency. Thus, a review of the studies surrounding length of residency in acculturation was conducted which showed studies were found supporting length of residency as a viable driver of change (Tran et al, 2007; Hurh & Kim, 1990; Case & Hunter, 2013; Zlobina et al, 2005; Li & Wen, 2005). Length of residency was therefore determined a viable topic to explore the influence on immigrant perceptions.

Beauty was chosen as the context in which to explore immigrants' perceptions of beauty. As stated previously, beauty is a multi-billion dollar industry worldwide and in New Zealand alone it is valued at over 1415.7 million dollars (Euromonitor, 2019). Therefore, it was surmised that research into this topic would be useful for marketers and businesses. The information found in this research can be used to

effectively target the immigrant market. It is beneficial for marketers who will be provided with insight into a growing markets thoughts, behaviours and feelings in regards to beauty which can then be used to market directly and effectively to the immigrant market. By understanding their consumer needs and consumer behaviour, marketers will be able to directly market what the consumer group both needs and wants, which will make the brand and company more desirable. A literature review in beauty showed that beauty translates differently across various cultures (Ackerman, 1990; Wolf, 1991). Features such as skin tone, hair type, weight and facial features were found to be among the many factors which could be perceived differently due to cross cultural differences (Banner, 1983; Jackson, 1992). However, there were no studies in literature which explored how length of residency influenced immigrants' perceptions beauty. Thus, the context of beauty was validated as it provided sufficient academic and managerial contributions.

A review of the literature in marketing and acculturation was conducted. The review found that acculturation in marketing had been predominantly centred around consumer acculturation and advertising. The affective, behavioural and cognitive changes that an immigrant goes through due to acculturation can provide important academic insight into the areas of consumer behaviour and behavioural change. However, marketing literature showed a gap in this understanding. There were no studies which explored the influence of acculturation on the affective, behavioural and cognitive changes in an immigrant. Further, the review found no studies which explored how length of residency impacted an immigrant's perception of beauty, nor were there any studies found which used the ABC framework to determine immigrants' changes in perceptions of beauty. Thus this gap in literature allowed for the following research objective to be formed.

Research objective: How does length of an immigrants residency in the host country influence their perceptions of beauty?

The following research questions were then created to answer the research objective:

1. How do any changes in perceptions of beauty reflect the ABC acculturation framework?
2. What influence does acculturation have on female perceptions of beauty over time?

To research this objective the participants were divided into four groups representing various lengths of residency. The first group included participants who had resided in New Zealand for less than six months. The second group included participants who had resided in New Zealand between six months and two years. The next group had participants who had resided in New Zealand between two and six years. Lastly, the fourth group had participants who had resided in New Zealand for over six years. Each participant was interviewed in a semi-structured format and advertising was used as the medium to explore the affective, behavioural and cognitive changes of beauty. A full discussion can be found in section 3.0.

5.3 Research Question One

The following section discusses how the findings answer research question one. Research question one asked how do changes in perceptions of beauty reflect the 'ABC' framework? To answer this question the ABC acculturation framework (Ward et al, 2001) is referred to. The question is answered by using the themes that have emerged from the interviews as supporting evidence. In order to answer research question one, the ABC framework (Ward et al, 2001) is used to code the findings into three areas of change, affective change, behavioural change and cognitive change.

Table 5.1 below is a collection of evidence representing each participants' affect, behaviour and cognition as found in the data. The table shows the differences and similarities in ABC across all four acculturation groups. The data in this table and in the findings in chapter 4.0 is used to answer research question one.

Length of Residency	Participants	Affect	Behaviour	Cognition
Under 6 Months	A	<i>"Ah, I feel more comfortable definitely, here I can walk home with no makeup on and nobody looks at me"</i>	<i>"I had red hair at one point in time and then I had like, light brown, not that light, but it was a couple shades lighter than my actual"</i>	<i>"I realize, over time, myself that I am not getting any fairer, nor or other dark skin people...so yeah it does change over time, your perception change you know"</i>
	B	<i>"No I don't want to look like anyone, the way I am, what god has given me I am fine with"</i>	<i>"I would do waxing every 10 to 15 days and here it's quite expensive so I can't visit 10 to 15 days so I could start using razor"</i>	<i>"nothing has impacted me just ahh passion because I love to do experiments with my hair that's why"</i>
	C	<i>"I wanted to be fairer after coming here"</i>	<i>"So, I've started eating healthy, nowadays I'm totally into salad or something"</i>	<i>"But I'm always like, you have to look fair, if you come here you have to look fairer"</i>
	D	<i>"there to used to be an amount of insecurity that I had when I was back in India"</i>	<i>"it's just that I've been more comfortable about myself and started expressing myself more and I've become free"</i>	<i>"like it is Indian beauty standards they like a proper black hair or else it might be like dark chocolate hair but it has to be something dark. No one will go by blonde hair"</i>
6 Months – 2 Years	E	<i>"So, if she blonde I wouldn't connect that much with the add I wouldn't get attracted to that person, because I think that it's not relevant to me"</i>	<i>"..even here I don't put the sunscreen on even though I should because of the UV rays and everything. but not like I've never been much concerned"</i>	<i>"I've never considered, when you say beautiful women it never happens that a blonde woman comes to my head. it's always closer to how Indian woman look"</i>
	F	<i>"biologically I like black colours so, even I like black long hair, since from my childhood"</i>	<i>"but after I came here, I learn that if you really want to look beautiful then you should follow some steps"</i>	<i>"In New Zealand I don't think the people care about anyone. Yeah, you can wear whatever you want"</i>
	G	<i>"People have made me love myself, rather than being self-conscious about what I lack in"</i>	<i>"Most of the days, but I'm too lazy for makeup. Okay get up, have a bath and go"</i>	<i>"when I was in India, I used to think Indian women are really beautiful because they've got really sharp features. When I moved to New Zealand, I've seen different people, who do not have so prominent features but still they look beautiful"</i>
	H	<i>"from my personal experience I do have some stretch marks and I am"</i>	<i>"I think it's kind of a compulsion that made me use makeup, because of the work standards"</i>	<i>"Because of the complexity of self-identity, you're not able to accepts oneself"</i>

		<i>kind of not confident in showing them off"</i>		
	I	<i>"working and meeting people, definitely, I wanted to look better in my appearance and in my presentation. So that I can be one of them"</i>	<i>"So now I go out and every time I look presentable, I'm ready to take a picture"</i>	<i>"So I think it is all about your environment and surrounds sometimes. They do change their perceptions"</i>
2-6 Years	J	<i>"So I don't feel any change and I'm just mixed up and I don't feel any difference I feel like everyone is same"</i>	<i>"Like when I was in India I would use to apply skincare...But since I'm here I never done anything, because I don't really have time"</i>	<i>"but when I came here, I forget my own appearance, and because I - I so see white people everywhere and I don't care about that anymore"</i>
	K	<i>"I feel more comfortable here, I can wear anything. I can go to malls and no one is looking at me, what I'm doing, is it looking okay or not"</i>	<i>"I can put my pyjamas on and go to pop back outside...Or if, even if I am putting on the shorts, no one is looking at me, so if I'm gaining weight, that's okay. If I'm eating more that's also okay"</i>	<i>It changes as per my age, rather than coming in a different country. Like I think I'm more open</i>
	L	<i>"I felt good, I felt like, yea, I can look beautiful in the western dress, which was around perception in my own mind, that would carry it well"</i>	<i>"So, to get into the culture of New Zealand, I started wearing T-shirts and western dresses"</i>	<i>"So I don't think so that the culture can change your beauty. Every person has their own beauty"</i>
	M	<i>"No never, I never felt uncomfortable because of it [wearing traditional attire]"</i>	<i>"Because it's my culture, doesn't matter where I live I choose to live by it as I would back home"</i>	<i>"I like that they wear sarees and our traditional wear, its nice to see for a change and I like our traditional wear. It's what I have always seen"</i>
6+ Years	N	<i>"So after that I just started admiring kiwi girls [bodies and figures]"</i>	<i>"So it was never changed the way I used to dress up. It was just like a few things in me, started doing makeup sometimes, occasionally"</i>	<i>"My perception never changed about the long hairs, long hairs is honestly very beautiful"</i>
	O	<i>"It depends whether I want blonde or black, so being an Indian, I probably would go for the black. Yeah, so this would appeal more to me."</i>	<i>"so initially for 5 years I didn't actually look after my skin that much, even in NZ. I hardly used cleanser to be honest, I was just using the bodywash on my face"</i>	<i>"think the perception of beauty has been changed between living here for over 13 years"</i>
	P	<i>"once I started going natural, I could just say "This is me" and I could feel more confident"</i>	<i>"I was trying to be someone else. I was trying to be like those models or those actresses on TV ads and that wasn't me"</i>	<i>"I guess, I don't know if this is because of my exposure because I've grown older but um, the way I've looked at beauty for example, has changed"</i>

Table 5.1 Evidence of ABC in Acculturative Groups

5.3.1 Affective Change

Affective change refers to changes in how the participant feels about beauty. Affective changes were identified in the data amongst many of the participants. Due to the feeling of wanting to belong and feel included many participants felt that in order to be beautiful they needed to dress well in the work environment and wear western clothing in order to be accepted. They also felt that in order to be beautiful they needed to apply makeup and look presentable in the working environment to fit the set beauty standards in New Zealand. Contrarily, some participants felt that beauty in New Zealand had a much broader spectrum than in India. Those participants who felt they were too small or too big in weight, who were too tall or too short or who were not always well dressed did not feel judged in New Zealand. This led to them feeling more confident in themselves and in turn, feeling more beautiful. This form of change aligns with assimilative change as the participants are adopting norms of the new culture while shedding features of their own culture (Sam and Berry, 2010).

As changes these became apparent in the data, the overarching theme of seeking validation was found to be consistent across the findings. As participants' sought validation from their peers, their families, their colleagues and even strangers it became evident that the need for validation was a key contributor to affective change among the participants. Three subthemes were then uncovered to answer why seeking validation was such an important factor behind affective change. Sense of belonging, establishing self-confidence and increasing media culture were identified as the key reasons behind seeking validation. Participants' needed a sense of belonging as they immigrated to a new country in order to feel included and safe. They also needed the self-confidence to be able to go out and explore the new environment and culture they were now in.

According to the ABC acculturation framework (Ward et al, 2001) the key theories which align with affective change are stress and coping. The Process Model of Coping (Lazarus & Folkman, 1984) takes into account individual appraisal of stressful events. The central tenet of the model is that the process of coping mediates the effects of stress on an individual's well-being (Kelso, French & Fernandez, 2005). The theory states that coping attempts are employed either with the intention of managing the problem that is causing the distress, termed problem-focused coping, or they are aimed

at the regulation of the emotions associated with a stressor, termed emotion-focused coping (Folkman, 1984). The data showed that the participants managed the stress associated with cultural change through active changes in behaviour such as the application of makeup and a change in dressing. This showed a coping attempt associated with managing the problem, which therefore demonstrates problem-focused coping.

Another theory in literature relating to affective change is acculturative stress. Acculturative stress refers to the stress that directly results from and has its source in the acculturative process (Berry et al., 1987; 1988; 2006). It shows that individuals experiencing affective change could be subject to acculturative stress which would show noticeable stress reactions and their overall feelings towards life and wellbeing would also change. The stress reactions which can be noted include individuals unable to change their behaviour when encountered with serious acculturative changes, resultant lowered mental health status, confusion, anxiety and depression, feelings of marginality and alienation and lastly, identity confusion (Berry, Kim, Minde & Mok, 1987). The data showed that acculturative stress was actively reduced by most of the participants as most did change their behaviour accordingly in order to avoid feeling marginalised or alienated. As the participants' desired a sense of belonging and were trying to establish self-confidence, the affective changes they experienced worked alongside behavioural changes made to help fit in and feel confident in the new society. Therefore, anxiety, depression or feelings of alienation as a stress reaction were not found in the data, indicating participants successfully reduced or avoided acculturative stress.

Additionally, another theory by Berry and Kim (1988) put forth variables that could be noted to help aid in the reduction of acculturative stress. Finding social support within the new community was one of the key variables found in that study. It was a noticeable stress reaction that the researcher was able to identify in the findings of this research. It was found that participants' searched for social support in their new community through seeking validation from their peers, families and colleagues. This further supports the notion that acculturative stress was successfully reduced or avoided through affective and behavioural change.

Despite many participants encountering different beauty standards in New Zealand and feeling differently about themselves and beauty, it was ultimately found that many participants did not change their perception of what they actually thought to be beautiful. As table 5.1 shows, many participants still felt the same when asked what is considered beautiful in a female. The common answers were long black hair, big dark eyes and light to medium skin tone with clear skin. The desire for light skin is common across many cultures as found in literature (Okazawa, Robinson & Ward, 1987; Sahay & Piran, 1997; Rich & Cash, 1993). Large eyes are also considered a common facial feature that most people tend to align with beauty (Cunningham, 1984). However dark hair and dark eyes are not commonly associated with beauty, as those features are generally portrayed as features which look evil (Clayson and Maughan, 1986), and thus those features must be specific to Indian women. The characteristics identified by the participants are found to be what best represent a typical Indian women with the most desirable features. This is consistent with a study by Gelles (2011) which found that Indian women prefer long black hair, dark eyes and fair skin. These answers were consistent across many participants across all four acculturation groups. Therefore, it can be seen that some participants felt differently about beauty, the acceptance of beauty and the standard of beauty, but overall, what participants felt to be the characteristics of a beautiful women did not change.

5.3.2 Behavioural Change

Visible changes in behaviour were also uncovered from the interviews. Behavioural changes in dressing, makeup, eating, lifestyle and overall acceptance of social interaction in New Zealand culture were identified. The key theme which emerged from the findings in behavioural change was habituation. It was found that most participants had acquired behaviour patterns, i.e. habits, which were either maintained or ceased after moving to New Zealand and many new habits were also developed. Three key subthemes which explained why the participants changed their behavioural patterns were strong cultural ties, modernisation and accommodation to the new environment.

Strong cultural ties were one of the key subthemes uncovered. There were some habits which were difficult to change and some which participants chose not to change such as, the colour of one's hair or the type of western clothing worn. As mentioned above, black hair has always been the standard of beautiful hair for many Indian women, which some participants found too difficult to change. A reason

for this could be because it is so culturally embedded into their habits and mentality as suggested by literature (Berry, 2005). The other element which was too difficult to change was clothing. Western clothing has been widely accepted by all of the participants but there are certain criteria which the western clothing must fit in order to be deemed acceptable by some immigrants. This includes clothing that is not too revealing or not too fitting. In Indian culture it is considered disrespectful to oneself and to others to wear clothing which is too revealing, thus most participants were happy to wear western clothing so long as it fit into the certain criteria.

Modernisation and education was another key reason behind behavioural changes in the participants. As the world becomes more advanced in technology and media awareness spreads, all areas of the world become more modern and educated. The data showed that as participants became more modern and educated about health and beauty they realised that they need to make some behavioural changes in order to look and feel beautiful. Thus, some participants stated that they started eating healthier and looking after their skin by avoiding harsh sun rays and applying the correct products. This in turn made them feel more beautiful as they started achieving clearer and brighter skin which is perceived as beautiful (Gelles, 2011). Additionally, some participants changed the clothes they wear to suit the more modern corporate environment where smart western attire with makeup is deemed the standard to which all women must meet in order to be accepted and to feel beautiful.

The last key reason behind behavioural change was accommodating to the new environment. As the participants moved to New Zealand, many had to part ways with their favourite beauty products which were not available here. Others had to develop new habits of shaving instead of waxing as they no longer had the time to go to beauty salons or it was too expensive to attend beauty salons regularly. This led to participants accepting the new norms for the new environment and changing their habits to better suit their new home.

The ABC acculturation model (Ward et al, 2001) aligns behavioural change to culture learning theories. The culture learning theory presented by Furnham and Bochner (1982) expanded the notions of communication competence and effective social interaction to the broader construct of sociocultural adaptation. In regards to behaviour, sociocultural adaptation refers to the ability to “fit in”

or negotiate effective interactions in a new cultural milieu. It incorporates knowledge and skills and includes not only proficiency in fundamental communication and social interaction skills, but also adaptation to new ecologies, norms, values and world-views (Masgoret & Ward, 2006). The data showed that participants adapted their behaviour in order to fit in to the new cultural milieu. It also shows that participants changed their behaviour in order to adapt to the new norms and values of the host country. This was done through active changes in dressing and use of makeup. Thus, cultural learning and sociocultural adaptation theory can be aligned with the findings of this research.

From the quotes shown in section 4.3 and table 5.1, it is evident that all participants faced some level of behavioural change. Despite there being certain habits which did not cease, all participants had to develop some new habits to better suit their new environment. This change is representative of integration and assimilation, where new cultural norms were accepted and in some cases original cultural norms were shed (Berry, 1980).

5.3.3 Cognitive Change

Cognitive changes refer to how a participant's thoughts and thought processes change. It comprises of how individuals perceive and think about themselves and others in the face of encounters and how they process the information about both cultural groups (Sam and Berry, 2010). Through uncovering these changes in the data, the theme of self-identity became prevalent for this area of change. The three subthemes which explained why the participants thought that way and why potential changes occurred in self-identity were self-esteem, societal pressure and self-acceptance.

The data in section 4.4 shows the participants thoughts and their thought processes. Using the subthemes, it was found that low self-confidence was a key reason behind the thoughts and perceptions participants had about beauty and beauty in themselves. The portrayal of beauty in media led to participants' feeling self-conscious and lowered their self-esteem. It was found that media was impacting participants negatively by creating an unrealistic standard of beauty. This is supported by literature which states unrealistic beauty images and a focus on traditional femininity can damage females' self-image. (Evans et al, 1991; McRobbie, 1982; Pierce, 1990). Societal pressure was another key factor behind determining what the participants' considered to be beautiful. As society set standards

for beauty, participants felt judged and this created more pressure to look a certain way. This led to participants thinking that society's portrayal of a beautiful woman was the set standard of beauty and what they needed to achieve. This relates to the theory of self-concept (Sirgy, 1982). Sirgy (1979) referred to self-concept in consumer behavior through actual self-image, ideal self-image, social self-image and ideal social self-image. The social self-concept is defined as the image that one believes others hold whereas the desired social self-concept denotes the image that one would like others to hold (Sirgy, 1982). The data supports this as it shows that the image that the participants liked others to hold of them influenced their cognitive perceptions. This was achieved through changes they made in their appearances in order to meet societal standards. The idea of perfect beautiful women as created by society and media was found to be consistent among many of the participants. This was a fair, thin girl with long voluminous hair, clear vibrant skin and no body hair. The data showed many participants thinking beauty had the same characteristics.

Yet as some participants became more accepting of themselves and the way they look, their perceptions began to change. For some participants this was due to New Zealanders showing less judgement toward appearances and for others it was due to getting older and understanding that media is portraying unrealistic standards of beauty. They became more open to the idea of embracing different skin types, body shapes and sizes and hair types as they began to accept themselves and think about beauty differently.

However, much like affective change, it was found that ultimately a lot of the characteristics that participants thought contribute to beauty did not change. Vast majority of the participants still considered women with long black hair, big dark eyes and clean clear skin with a fair to medium complexion and slim body type were the ideal beautiful women. As stated previously, this perception has been around for generations making it difficult to change (Gelles, 2011). This finding could also align with the theory of the extended self (Belk, 1988). The extended self theory suggests that certain possessions and certain people are seen to be a part of an individual's identity. These possessions extend to possessions such as body parts (Belk, 1988). Therefore, it is possible that due to the theory of extended self, participants' saw their skin, hair and eyes fixed into their extended identity, thus making it difficult to change perceptions.

The biggest difference in the perception of beauty which was noted in the data was the perception that a woman with a healthy figure which was not too slim or gaunt but fit and toned, was considered to be beautiful. This change in perception is consistent with the new trend of beauty, where fitter, toned women are considered to be more beautiful as it means they are generally healthier (Markula, 1995). Overall, the participants' showed change in the level of acceptance of different types of beauty. This change in level of acceptance did not show to be caused to due to time as in some cases the less acculturated were more accepting than those who had resided in New Zealand for longer. However, there wasn't a change in what specific characteristics were considered to be beautiful overall. This demonstrated an integration strategy where the integrated individuals maintained a strong grasp of their values and traditions but also showed an active effort to participate as an integral part of the dominant society's larger network (Berry, 1980).

5.3.4 Key Findings of Research Question One

Taking into consideration the changes the in affect, behaviour and cognition, the following table was created to illustrate the level of change in participant perceptions of beauty. The participants were assigned a rank from very low to very high to illustrate the level of change. A low level of change meant that participants had little change in all areas of ABC whereas a high level of change indicates differences found in all three areas.

Participant	Level of Change
1	Low
2	Moderate
3	High
4	Moderate
5	Low
6	Very Low
7	Moderate
8	High
9	High
10	High
11	Low
12	Moderate
13	High
14	Very High
15	Low
16	Low

Table 5.2 Level of Change in Participant Perceptions of Beauty

As table 4.1 shows, the level of change in perceptions of beauty varied among the 16 participants. One participant was on the extreme of very low change, while the other was on the other extreme of very high change. These two participants were anomalies as the other participants ranged between low and high. A further discussion on level of change according to length of residency will be provided below in section 5.4.

Research question one asked how do changes in perceptions of beauty reflect the 'ABC' framework (Ward et al, 2001)? It is through the use of this framework that the researcher was able to categorise the different areas of change and identify why these changes occurred. The data showed that there

were changes in all three areas of affect, behaviour and cognition. Behaviour was the most visible area of change and the participants themselves were able to identify these changes easily. These changes were mostly practical and done in order to fit into the new environment. There were however other behavioural changes which were driven by the affective changes in a participant. How an individual felt manifested for longer and worked with the changes in behavioural patterns to eventually influence the participants cognition through their self-identity. Self-identity came as the last area of change which then determined how an individual felt about beauty and whether perceptions of beauty could change. Through analysing those changes that the ABC framework reflected, it was found that certain changes in perceptions of beauty do occur. These changes in perceptions of beauty occur through a series of changes in affect, behaviour and cognition. Therefore, the data narrates that change in perceptions of beauty can only occur provided that there are some changes in an individual's affect, behaviour or cognition. This is a new finding in literature.

5.4 Research Question Two

The following section will discuss how the findings answered research question two. Research question two asked what influence acculturation has on female perceptions of beauty over time. To answer this question, the types of acculturation (Berry, 1980) and the ABC acculturation framework (Ward et al, 2001) will be referred to. Research question one will also be used to provide evidence to answer the second research question.

5.4.1 Key Findings of Research Question Two

Research question two asked what influence acculturation has on female perceptions of beauty over time. To answer this question the participant responses were categorised into the corresponding acculturation group in table 5.1 above. Research question one found that in order for perceptions of beauty to change participants needed to undergo affective, behavioural or cognitive change. Table 5.2 illustrates the level of change each participant went through with respect to all three areas of change. In order to determine what influence time has on the ABC changes and the resultant changes in perceptions of beauty, the researcher compared the changes the participants encountered across all acculturation groups. The comparison showed that out of all the acculturation groups the group with the

least time to acculturate showed the most changes in ABC. This group included four participants who had all been here for 6 months or less. Three participants showed a high level of change in their affect, behaviour and cognition while one participant showed a low level of change. The group with the least level of change across all four groups was the group who had the most time to acculturate, as this group contained participants that were all here for over six years. In this group two participants showed moderate change, one participant showed low levels of change and one participant showed very low levels of change. The other two acculturation groups sat in the middle where some participants showed changes to a high level while others sat at a low level.

Using this data the following chart 5.1 was created. The chart visualises that the group which had the least time to acculturate showed the most change, while the group who had the most time to acculturate showed the least changes. Thus, this shows that overall time has little influence on the acculturative changes required to change perceptions of beauty. This a new finding in literature.

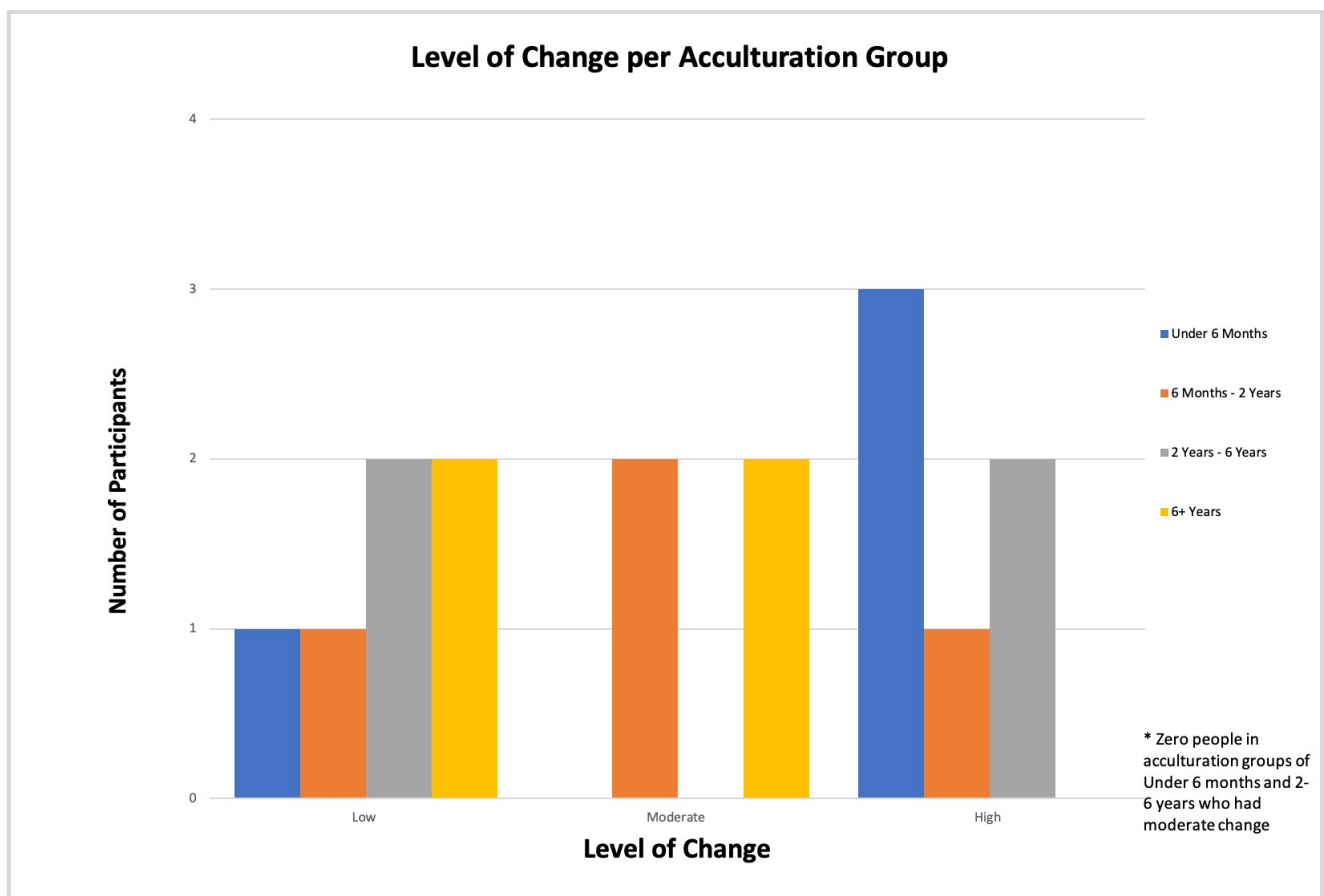


Figure 5.1 Chart Showing Percentage of Change Per Acculturation Group

Acculturation in literature is almost always defined as a dynamic process, yet it has rarely been studied in a way that permits the examination of changes across time. Berry (2005) stated that cultural and psychological changes come about through a long term process, sometimes taking years, generations or even centuries. This study found that the cultural and psychological changes that occurred did not require a long term process, moreover, time was found to have little influence on those changes. A study by Miller et al (2009) examined the changes over time in acculturation for 226 women from the former Soviet Union who had lived in the United States for less than eight years when recruited. The study examined growth trajectories in four components of acculturation, American behaviour, Russian behaviour, English language proficiency, and cultural generativity. The results showed that those components changed at varying rates over time, therefore indicating that acculturation can impact different variables differently across time. This research found that time had little influence on the changes in an immigrant's perceptions of beauty, therefore it would be considered one of the variables that was least impacted with time. Another study by Murray et al (2014) identified and then examined stable and dynamic dimensions of acculturation within a four year prospective study of 433 first- and second-generation Chinese and Korean American college students. This study also found variability in the results over time, which further supports the theory that acculturation can impact different variables differently across time.

Additionally, when comparing the findings of this research to the ABC acculturation framework (Ward et al, 2001), it was found that the affective, behavioural and cognitive changes did not align with the way the framework depicts. The findings of this study indicated that individuals would experience changes in affect and behaviour before there would be any real changes in cognition. As the ABC acculturation framework suggests that changes in cognition lead to processes changing affect and behaviour, the findings do not support this theory. This finding will be explained in further detail in section 5.6 below.

In broader literature, Li and Wen's (2015) study confirmed behavioural shifts due to length of residency which involved cultural learning. This study also found behavioural shifts but the data showed that it was not a result of length of residency, but due to factors such as modernisation and accommodating to the new environment. Thus, the findings of this research differed from the findings of Li and Wen

(2015). Trans et al (2007), Hurh and Kim (1984), and Case and Hunter (2013) all confirmed a relationship between length of residency and a cognitive component. This study found that although there were cognitive changes that an immigrant experienced, these changes were not the result of length of residency but were actually composed of reasons related to self-identity. These reasons included, self-esteem, societal pressure and self-acceptance. Thus, again, the findings of these research differ from the studies mentioned above.

The study conducted by Hurh and Kim (1984) differed from the vast majority of the length of residency research as it found that length of residency does not have an influence on the strong and pervasive ethnic attachment in immigrants. Strong pervasive ethnic attachment can be categorised under affective change. In this research, the findings showed that strong cultural ties was one of the key reasons why participants did not change. The strong cultural attachment the participants felt restricted them from being able to change certain behaviours and perceptions. Thus, the research conducted by Hurh and Kim (1984) aligns with the findings of this thesis.

5.4.2 Media Influence

While seeking the answer to questions one and two it became evident that there was a stronger influencing factor than time in the host country, and that influencer was media. Media was noted as a strong influencer across all participants and groups. The findings showed that media setting the standard of beauty, celebrity idolising and extensive media exposure contributed to the change in participants' affect, behaviour and cognition.

The interview transcripts showed that across the board majority of the participants felt media was responsible for creating and setting the standard for beauty. This is due to media creating trends and hype around certain appearances which allude to a restrictive standard of beauty (Posavac et al, 2001). The standard they create includes specific characteristics for how a women should look, should dress and in some cases, behave (Kilbourne, 1990). The data showed that most women felt that media equated beauty to having fair, flawless skin, thick voluminous hair and an athletic figure. These specific standards of beauty are then circulated through different outlets such as magazines, billboards, advertisements, packaging, television, film, music videos and social media. The models or celebrities

in these advertisements are chosen and edited to display exactly what is considered beautiful by media, ensuring that they show the specific characteristics mentioned above. The public then take those characteristics and align them with beauty, thus forming a standard. The extreme exposure that many participants face due to the growing media culture is a big contributor to change.

Celebrity idolising is another huge contributor to change in the participants affect, behaviour and cognition. Celebrities and icons are often used to model the standard of beauty because of how much they are idolised, particularly by women. Thus, celebrities including, actors, models and influencers are seen as the embodiment of beauty due to their prominent role in media. This is confirmed by studies conducted by Von Feilitzen and Linne (1975), McGwire (1974), Maltby et al (2005) which support the theory that people desire to be like a media character. It is through celebrities that media conveys the standard of beauty and the market trends. The data showed that due to celebrity idolising many participants felt the need to look more like the models and influencers they saw in media and often changed their behaviour in order to do so. This included, changing their hair colour, dressing a certain way and following the market trends. It influenced their perception as how celebrities looked became the standard to meet.

As section 4.0 and table 5.1 showed, participants sustained noticeable changes in their affect, behaviour and cognition. 5.4.1 shows that length of residency did not have an influence on these changes and perceptions of beauty. However, it demonstrates that changes to a participants affect, behaviour and cognition occurred due to media influence. Media influence led to participants feeling, acting and thinking differently about beauty and its standards. Many participants noted that due to media they felt they needed to look a specific way and therefore changed their appearance to fit those criteria. The emotions they felt were widely negative as they felt that media was creating unrealistic standards of beauty. This led to participants feeling insecure and self-conscious about themselves and lacking confidence in their appearances. These findings support literature which states that unrealistic beauty images and a focus on traditional femininity can damage females' self-image. (Evans et al, 1991; McRobbie, 1982; Pierce, 1990). The participants did have noticeable damage to their self-image due to unrealistic beauty images as these images translated to beauty standards which participants felt pressured to meet and were dejected when those standards were unachievable. Engeln-Maddox (2006)

conducted a study which explored college women's ideas regarding how their lives would change if their appearance were consistent with a media-supported female beauty ideal. The study found that women's tendency to link positive and likely life expectations with looking like the media ideal was significantly associated with both internalization of media ideals and appearance related dissatisfaction. It found that women felt they would be more socially competent, successful and well-adjusted if they looked like a media-ideal. Therefore, the study hints that a complete representation of the beauty standards of media would lead to positive changes in an individual's affect. The findings from this thesis can loosely align with the findings of Engeln-Maddox (2006) as it was found that anything contrary to the media-ideal was met with a negative reaction which led to negative feelings, thus it can be assumed that a perfect match for the media-ideal would be well received, leading to positive feelings and reassurance.

5.4.2.1 Media Influence on Immigrants

Advertising is a form of social communication that reflects the cultural value of a society (Khairullah, 1995). Cultural values, norms and characteristics are embedded in advertisements in such a way that viewers are able to find similarity between themselves and the characters which are present in the advertisement (Hong, Muderrisoglu & Zinkhan 1987; McCracken 1986). A number of studies conducted on American mass media found that the information gained by indirect experience of American culture through the American mass media is likely to play an important role in the creation of knowledge about American culture (Albarran & Umphrey, 1993; Chaffee, Nass, & Yang, 1991; Granzberg, 1982; Greenberg, 1986, 1994; Greenberg, Burgoon, Burgoon, & Korzenny, 1983; Jeffres, 1999; Kim, 1977; Lee & Tse, 1994; Messaris & Woo, 1991; Tan, 1988, 1998; Tan, Nelson, Dong, & Tan, 1997; Walker, 1999).

In India participants are exposed to media which have strong Indian cultural representation, thus it is easier for them to find similarity between that media and themselves. However, when an individual immigrates to a new country media and advertising are one of the key areas they depend on to depict the values, norms and characteristics which represent the new host country. Therefore, in order to achieve a sense of belonging (refer to section 4.2.1 for detailed findings on sense of belonging) immigrants feel the need to change their actions and behaviours to represent the cultural ideals as per

media. This aligns with studies which have found that mass media can have pragmatic effects on immigrant behaviour towards their new country. Some researchers (Greenberg, 1986, 1994; Kim, Lujan, & Dixon, 1998b; Luk, 1988; Messaris & Woo, 1991) studied recent immigrants' behaviour and found that immigrants tend to have a high level of acceptance of American cultural values when they are exposed to these American-produced media. Moon and Park (2007) also found that exposure to American mass media was a significant positive predictor for the acceptance of American cultural values. Therefore, this shows that immigrants' changes are influenced by media. These changes lead to societal acceptance which can lead to cognitive changes such as self-acceptance and an increase in self-esteem. Therefore due to the changes in affect, behaviour and cognition people start to associate a media-approved standard of beauty with their own standard of beauty and change accordingly.

However there are exceptions to this change in perception of beauty and that exception is strong country-of-origin cultural ideals. Certain perceptions of beauty, which the data revealed to be black hair, dark eyes and fair to medium skin tone were specific to the characteristics of Indian beauty. These characteristics were so deeply embedded into participants' perception of beauty, that even changing their feelings and behaviour to represent the new host culture didn't change those certain perceptions. The first image of a beautiful woman showed a woman with all the characteristics representative of a woman with the ideal Indian features, thus showing that certain perceptions of beauty do not change even if there are affective, behavioural and cognitive changes present. This finding could be consistent with the findings of Hurh and Kim (1984) which found that strong pervasive ethnic attachment cannot be easily influenced or changed.

5.5 Key Findings of Research Objective

The research objective asked how does length of an immigrants residency in the host country influence their perceptions of beauty? Research questions one and two show that there is little influence of length of residency on an immigrant's perception of beauty. Research question one found that across the range of participants there were noticeable changes in affect, behaviour and cognition. These changes led to some perceptions of beauty to change for certain participants. Research question two found that length of residency did not have an influence on these changes, instead it was found that the changes were influenced by media more than time. Media caused the participants to feel and act differently in

order to meet the media-approved standard of beauty. This led to some changes in the participants self-esteem and self-acceptance and therefore, their self-identity. However, the data also showed that strong cultural attachment meant that key characteristics of what is considered beautiful did not change. Thus, this showed that the participants could both feel and act differently in regards to beauty due to reasons such as societal pressure and changing environmental factors, but these changes did not result in a complete change in cognition or perception. Rather, a partial change in cognition was found where participants changed their perception and became more appreciative of beauty with different hair colours, body types and skin tones. However, beneath those levels, key perceptions of beauty were not able to be influenced. Despite the new acceptance of different beauty characteristics, dark eyes, long black thick hair, and fair to medium skin tones were still considered to be the most beautiful features.

Therefore, length of an immigrant's residency has little influence on their perceptions of beauty. Media influence is the precursor to change in affect, behaviour and cognition. This leads to some changes in perceptions of beauty in an immigrant but does not impact the fundamental perceptions of beauty pertaining to the characteristics of beauty, due to strong cultural attachment.

5.6 Academic Contribution

By exploring the influence of acculturation on immigrants' perceptions of beauty, this research has endeavoured to fill or contribute to filling the gaps in literature. The gap identified in section 2.8 showed that the influence of length of residency on immigrants' perceptions of beauty had not been studied previously. The ABC acculturation framework (Ward et al, 2001) had also not been used as a theoretical lens of interpretation in previous literature. Therefore, this section will outline the contribution of this research in its efforts to fill the gaps identified above. By doing so this research will be providing marketers with new insight in immigrants consumer behaviour and behavioural change.

Length of residency as an influencing factor had previously been used in medical studies, psychology and socio-cultural studies. This study found that immigrants' perceptions of beauty do not change with length of residency, but are in fact influenced by media. This finding supported the research of Hurh and Kim (1984) but did not align with a number of studies which can be found in section 5.4 above. No

studies had been conducted in marketing literature to explore its potential influence. Acculturation as a theory had also not been used in marketing literature to explore the influence on immigrant perceptions of beauty. By using acculturation in marketing it provided new insights into the marketing theories of consumer acculturation, consumer behaviour and behavioural change. The addition to these theories can impact businesses and marketers who target the immigrant market. This research therefore contributed to the area of consumer acculturation as it provided evidence regarding consumer perceptions and consumer behaviour in a field that had not been explored before.

Additionally, the ABC acculturation framework (Ward, Bochner & Furnham, 2001). had not previously been used as a theoretical lens of interpretation in a marketing study. The framework provided suitable support in this study in order to identify the changes which led to changes in an immigrant's perceptions of beauty. This new insights found in this research led to additions and changes to the ABC acculturation framework (Ward et al, 2001) . The changes suggested can be seen in figure 5.2 below and will be expanded upon further in the following section. These changes highlight the theoretical contribution of this study as it provides a new perspective to existing acculturation and consumer acculturation literature.

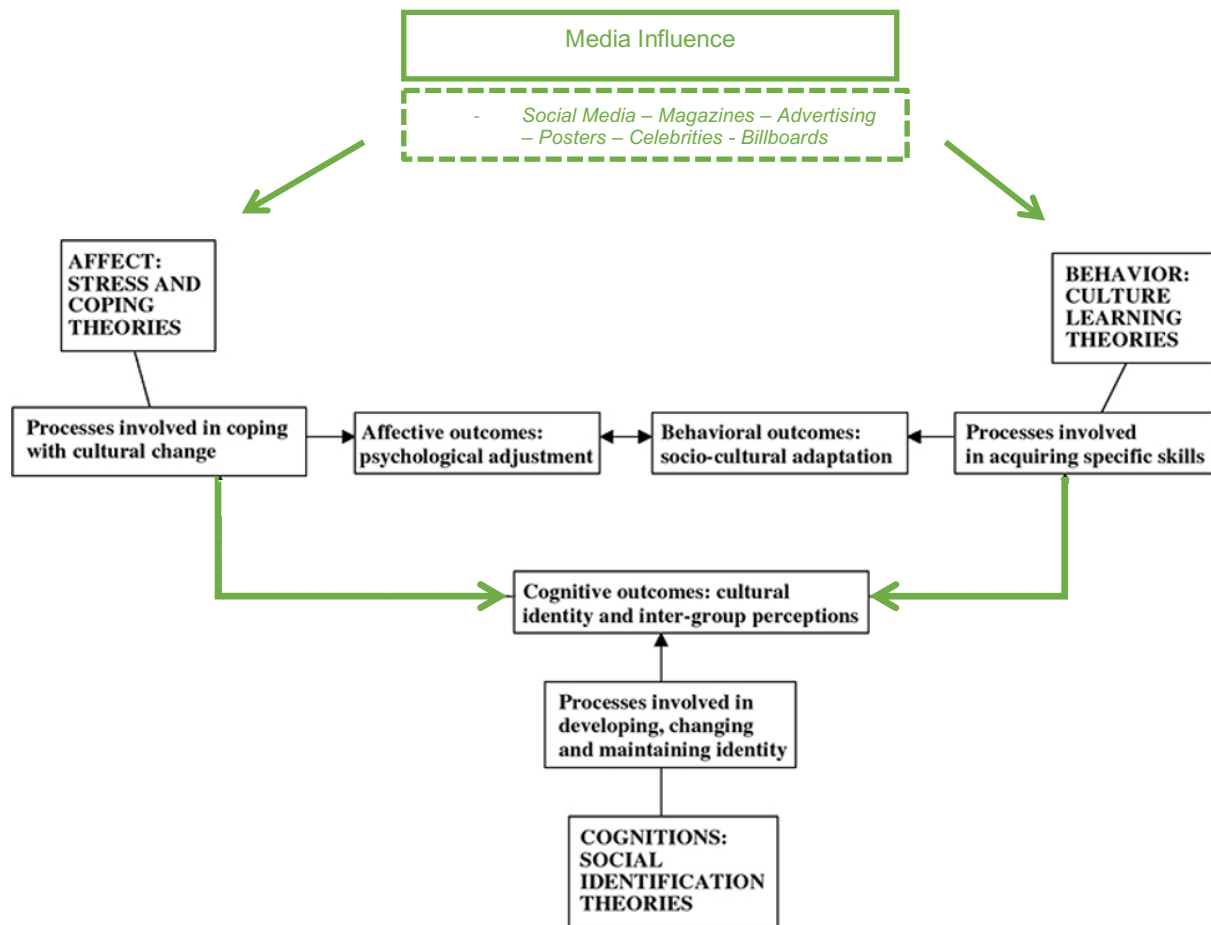


Figure 5.2 Addition to the ABC acculturation framework (Highlighted in Green)

The original ABC acculturation framework by Ward, Bochner and Furnham (2001) found in section 2.4 suggests that immigrants changes in cognition lead to processes changing affect and behaviour. However the findings of this study did not align with the original framework. The findings of this study indicated that individuals would experience changes in affect and behaviour before there would be any real changes in cognition. The data provided evidence which showed that behavioural changes were adapted swiftly in order to meet the new environmental changes and demands. Changes in affect were also experienced fairly quickly due to factors such as increasing self-confidence, establishing a sense of belonging and the increasing influence of media culture. It was found that at some points, some participants were changing their behaviours due to how they were feeling, whereas at other points they were feeling differently due to their changing behaviour. Thus this showed that changes in affect and

behaviour aligned together and worked closely and conjointly. Cognitive changes on the other hand were not as easily achieved. In many cases participants were found to be changing their behaviour and feelings without having experienced changes in cognition or perception. Cognitive changes were established through a longer process which included evaluation of an individual's self-identity. The data showed that changes in a participants self-identity led to eventual change in perceptions. This was however found to be just a partial change as cultural attachment was too strong to allow a full change in identity or perception. Thus, this finding led to a theoretical contribution as it provided a new and useful insight into an already established framework.

Another aspect which can be added to the framework is the influence of media. This study showed that length of residency did not have an influence on immigrants' perceptions of beauty, however media did. Thus, media can be added to ABC acculturation framework (Ward et al, 2001) to illustrate how media influence can lead to changes in affect, behaviour and cognition. Figure 5.2 shows media influence leads to changes in affect and behaviour which then lead to changes in cognition. These changes in cognition then may lead to changes in perceptions.

Additionally, the ABC acculturation framework (Ward et al, 2001) can be linked to the hierarchy of effects commonly used in marketing. The marketing model posits four hierarchy of effect models which are used to explain the relationship between consumers feelings, thoughts and behaviours, mostly in relation to marketing communications. These four models include, standard learning hierarchy, low-involvement hierarchy, experiential hierarchy and behavioural hierarchy (Ray & Sawyer, 1973) Of these four models the experiential hierarchy model best aligns with the findings of this research.

The experiential hierarchy model suggests a feel-do-learn hierarchy of effects model in which the consumers attitudes are formed on the basis of their hedonic experience (Howard and Gengler, 2001). Although the experiential hierarchy is categorised as affect then behaviour then cognition, these kind of consumer choices prove to be more difficult to deconstruct into individual stages. The findings of this research suggest that either affect or behaviour can occur first leading to a change in the other, eventually leading to change in cognition. As cognition in the context of this study includes complex changes in self-identity it is reasonable that changes in this area require a longer process. Immigrant

processes would differ from the average consumer due to the introduction to a new culture and norms, thus leading to an alteration to the ABC model of attitudes. This study therefore contributes to academia as it closely aligns with the experiential hierarchy of effects model, supporting the theory behind it. It also provides evidence for an alteration to the model which would account for either the link between affect and behaviour both working together simultaneously to lead to cognitive change. The research provides another theoretical contribution as it further develops acculturation theory in combining these.

5.7 Managerial Implications

The key managerial implication for marketers from this study surrounds market segmentation. As stated previously, there were 151,000 migrant arrivals in New Zealand in 2019 alone. Thus, the migrant market is a large and growing market and needs to be analysed in order to understand how it should be segmented. This research found that length of residency does not have an influence on an immigrant's perception of beauty, therefore it does not make sense to segment a market based on their length of residency. However, this research did find that media influence plays a huge role in influencing the affective, behavioural and cognitive changes in immigrant females.

The study found that some migrant females will purchase products and adapt their behaviours to suit a certain standard even if they do not consider that product to enhance or contribute to looking beautiful. The key reasons identified by this study for changes in behaviour were modernisation and accommodating to the new environment. This was because as more immigrants came into New Zealand they were exposed to new weather conditions, new working conditions and new beauty standards which they had to meet. Therefore these participants were purchasing products in order to cater to environmental and social changes. A marketer could use this information by determining the new everyday needs of the immigrant market and then using targeted communications which market a product line that specifically caters to those needs.

It was also noted that although there were some changes in perceptions of beauty most of the participants showed some level of strong cultural attachment. Therefore employing psychographic marketing segmentation would be useful to appeal to the strong cultural values and beliefs that are difficult to change. This could include the beauty market specifically advertising to the perceptions of

beauty that Indian female immigrants typically bear. These specific characteristics were found to be dark eyes, dark thick hair and clean, clear fair to medium skin tone. Marketing those specific characteristics to this particular market would align with their strong cultural beliefs.

Many of the participants also stated that media paints an unrealistic image of beauty that is impossible to meet. It was also noted that many participants felt it was important for media to represent authentic unedited images of women in order to be seen as realistic. The beauty industry needs to understand the impact media has on females and their thoughts, feelings and behaviours. There are a number of influences on an individual's self-esteem, self-confidence and self-worth which can be harmful due to the unrealistic standards of beauty which media create. Therefore, it is important to convey a message of raw and real beauty which is relatable to the market and will thus lead to more positive reception. The positive reception of the brand will make it more desirable to the target market which would lead to a better brand reputation, more sales and eventually, brand loyalty.

An example of a marketer in the beauty business making use of this information could be in the area of skin products. An example of a new everyday need for an immigrant in New Zealand is skin hydration. As the data showed the participants' considered clean and clear skin to be the most desirable feature therefore, perfect skin is a marketable target area for a skin product business. For immigrants specifically, the cooler temperatures in New Zealand can result in dryer skin than what they are used to which would result in a need for good moisturiser. Targeted marketing communication which shows immigrants using a product which caters to this new need will be a useful strategy for business. This could be done by:

- Using Indian immigrants in their advertising in order for the target market to relate to their product.
- Using models who Indian immigrants consider to have the most desirable characteristics as this will appeal to the target market more. This includes models who have fair to medium, clean and clear skin, long black hair and dark eyes.
- Paying influencers who are known to be followed by the immigrant market to market their product as this shows reliability from a trusted source.

- Using unedited pictures which show a realistic change in skin hydration.

As the findings showed that media is a big influencer, focussing on targeted communication that will appeal to the immigrant market will heighten the impact of the marketing communications. These strategies will effectively target the segmented market which is currently an under-targeted but rapidly growing and marketable area. These strategies are suggested based on the evidence provided in the findings and differ from previous practice.

5.8 Limitations and Directions for Future Research

As is inherent to academic research, this study is subject to limitations. The limitations identified in this study and an explanation of how they were mitigated is discussed below.

Methodological limitations were one of the limitations of this study. As this research was exploring length of residency as an influencing factor a longitudinal study would have been an appropriate research approach. However, due to time and financial constraints a longitudinal study was outside the scope of this research. This limitation was interviewing participants with varying length of residency. This allowed the researcher to explore how length of residency influenced perceptions of beauty. Future research could undertake a longitudinal study.

Another limitation identified in the data was sampling limitations. The participants in this research were all immigrants currently residing in the Canterbury region. It is possible that sampling participants from different areas in New Zealand would have yielded different results. However, many participants in this sample group had resided in different locations in New Zealand over their time here, thus experiencing the differences in culture. Additionally, the researcher aimed the interview questions to be representative of the New Zealand culture as a whole, mitigating this research limitations. Lastly, due to the epistemological beliefs of the researcher, seeking such generalisability is counter to a constructivist viewpoint as constructivism believes we all view external reality differently due to differing previous experiences that have influenced our perceptions (Crotty, 1998).

Additionally, the advertisements selected for the interviews showed celebrities as the models. This could have been a limitation as the celebrity figure could have swayed the participants response. However, upon doing an extensive search of Indian advertisements in the beauty industry, it was found that majority of the Indian beauty advertisements use well-known actresses or models as their product models. Therefore it was not possible to select advertisements that would be appropriate for this research and also not display a well-known figure. This limitation was mitigated by ensuring that all the advertisements used were of well-known celebrities so that no one advertisement would be swayed over another. Future research could be conducted using advertisements that did not feature celebrities.

Lastly, another possible limitation to this study was the sensitivity of the topic. Beauty and the perceptions of beauty is often considered a personal and sensitive topic. As a result, there are certain boundaries that were formed regarding the interview questions. To mitigate the sensitivity of questions that could be considered too personal, the researcher ensured to inform the participants that all responses were voluntary and not mandatory, thus they did not have to answer any question which they did not feel comfortable to. This allowed for a more relaxed and conversational tone for the interview. However none of the of the participants declined to answer any questions.

As stated previously, there are currently no studies on the influence of acculturation on immigrants' perceptions of beauty. As a result, there a number of different avenues which can be taken to further the findings of this research.

This research focussed on immigrants' perceptions of beauty, however as previously stated immigrants make up for a large and growing share of the market, thus is it reasonable to assume that immigrant perceptions in other contexts could form similar conclusions. From the interviews it was noted that health and fitness were identified as contributors to beauty. Therefore, research into immigrants' perceptions of health and fitness would be an interesting lead to pursue further.

Another area of future research is the participant sample. This study focussed primarily on female Indian immigrants but further studies could be conducted for other cultural groups who migrate to New Zealand. Similarly, another avenue to pursue could be male perceptions of beauty as well as the

perceptions of the LGBTQIA+. It would be interesting compare the differences in all genders and their different experiences.

Lastly, this study uncovered that media plays a significant role in influencing the ABC changes in an immigrant, which then lead to changes in perceptions. As this study posits additions and changes to the ABC acculturation framework, further research could be done to empirically test the findings of this research.

5.9 Conclusion

This thesis submits a thorough exploration of the influence of length of residency on immigrants' perceptions of beauty through the use of the ABC acculturation framework(Ward et al, 2001) . This study has shown that immigrants' perceptions of beauty are not influenced by their length of residency. However, there are affective, behavioural and cognitive changes which can be explained due to the influence of media. Media influence is found to be a precursor to the changes immigrants experience in respect to their perceptions of beauty. Affective and behavioural change were found to be swiftly adapted to the new cultural norms and values, whereas cognitive change was a more complex process which took longer. This led to the theoretical contributions of this study, which suggested possible adaptations to the existing ABC acculturation framework (Ward et al, 2001) and its link to the experiential hierarchy of effects model (Howard and Gengler, 2001). The managerial implications of this research were also outlined identifying the usefulness of these findings to the business world. This thesis concludes with identifying the limitations and possible avenues for future research.

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Appendices

Appendix A – Interview Guide

Interview Guide

Introduction

- Introductions between Interviewer and Interviewee
- Thank you for your time and participation
- Casual Chat – Ice breaker
 - Get to know the participant – interests, how their day was
 - Talk about own interests and background

Housekeeping

- Information and Consent Form (Participant has already read and signed but just to go through again and get verbal consent)
- Explain what the research is looking to explore
- Why I chose this topic

What to expect

- Informal conversation
- I will ask questions, there are no right or wrong answers
- Total anonymity and confidentiality
- You have the right to choose to not answer questions you don't want to
- Feel free to ask any questions you would like
- Take your time

Interview Questions

Beauty

- What is beauty to you?
- What do you think of when you hear the term 'beautiful women'?
- Would you be able to describe what you think of as non-beautiful or not beautiful?

Beauty in Two Regions:

- If we add in the word Indian, what do you think when you hear the term 'beautiful Indian women'?
- And if we add in New Zealand or Kiwi, what comes to mind when you think 'beautiful New Zealand women'?

- What specific characteristics come to mind?

Forming Opinions

- What do you think are some things that have formed those opinions of beauty for you over time?
- Have your ideas of beauty changed? If so, how and why?

Questions about Advertisements

- Can you describe the ad/ads?
- What do you first notice when you see this ad?
- Why do you think these people/models were chosen for this ad?
- Would you be able to describe for me the types of people this ad would be directed at?
 - Would these people use these products in your opinion?
- What standards of beauty do you think are reflected in these ads?
 - Do you agree with these standards of beauty? Why/Why not?
- How do you think the ad is intended to make you feel?
- What message does this ad send to you?
- Are there any messages that you think should be in the ad but are not?
- Would someone from New Zealand, I.e a Kiwi, see the same things in the ad that you have seen?
- Which of these ads appeal more to you for hair products? Why?
- Which of these ads appeal more to you for face products? Why?
- Which of these ads includes a model that best represents your definition of beautiful?
 - What is it specifically about this model that you associate with beauty?
- Which of these ads includes a model that you least associate with beauty?

Prompts

- How does that make you feel?
- Can you tell me more about what you mean by that?
- Do you think that impacted anything else?
- Why do you think that?

Wrapping up

- I think that brings us to the end of our interview
- Thank you, this has been really helpful
- Is there last comments or questions about anything that you would like to mention?
- Remind them that they can get in touch at anytime
- Thank again and give beauty pack

Appendix B – Advertisements



**NO MESS. NO GREYS.
JUST BEAUTIFUL COLOUR.**

Looking for beautiful colour without the mess?
Try Garnier Color Naturals. Its non-drip nourishing cream formula is easy to apply and covers 100% greys.
Enriched with **natural Olive Oil**, it nourishes your hair as it colours. So you get hair that looks natural, and beautiful colour that lasts longer.
www.garnier.in

GARNIER
color naturals
nourishing permanent
hair colour
Cream

Take care.
GARNIER

Kartika Kapoor wears 10 shades Garnier Color Naturals No. 5 Light Brown.
Any questions / complaints
Call our customer support 1800 20 3000 or E-mail advice@garnierindia.com or 080 55121210 (Garnier Helpline - Chennai). Charges up to Rs. 3 per SMS.



More even skin tone can be yours.
If you have the right moisturizer.

Visibly Even® Daily Moisturizer.

Its clinically proven soy complex diminishes the look of dark spots in 4 short weeks. Who would have thought this silky daily moisturizer could be so effective?

The name says it all. #VisiblyEven.

Neutrogena
#1 Dermatologist Recommended Skincare

Kerry Washington

Because you're worth it.
L'ORÉAL
PARIS

IT'S THE END OF DULL AND FLAT.
THIS IS COLOR SO SHIMMERING, SO MULTIDIMENSIONAL...

IT'S COLOR
THAT MOVES YOU.

THERE'S ONLY ONE
Féria

Beyoncé is wearing Féria shade #73, Dark Golden Blonde.
©2011 L'Oréal USA, Inc.

loreparis.com

LAKMÉ FRUIT MOISTURE

Need 12 hour moisturisation this winter?
Try New Lakmé Fruit Moisture.

Clinically proven to lock in moisture for 12 long hours.

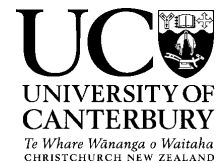
- Pure essential oils from avocados, peaches and plums soften skin
- Fruit vitamins nourish skin • Golden honey seals in moisture

Lakmé Fruit Moisture. The 12 hour moisture expert for winter.

95% of Indian women agree that Lakmé Fruit Moisture provides moisturisation for 12 hrs. 95% of Indian women believe that it moisturises better than other brands.

Appendix C – Information Sheet and Consent Form

Department: Management, Marketing and Entrepreneurship
Email: Cheryl.naidu@pg.canterbury.ac.nz
HEC Ref: HEC 2018/60/LR



An Exploration of Immigrants' perceptions of Beauty through Advertising Participant Information Sheet

Dear Participant

My name is Cheryl Naidu. I am a student at the University of Canterbury enrolled for a Master of Commerce degree in the Department of Marketing. I will be conducting research for my Thesis project which will be exploring immigrant's perceptions of beauty through advertising, with a particular focus on Indian immigrants in New Zealand.

You have been sent this invitation to take part in this research as you are a member of the Indian Cultural Group. I have located your contact details through the Indian Cultural Group (ICG) as we are both acquainted with this club. The club has identified that you fit into the requirements of this study.

If you choose to take part in this study, your involvement in this project will be participating in an interview where I will show you some posters for beauty products and you will be asked to answer some questions about your opinion on these posters and how it makes you feel. You are under no obligation to answer all questions and are welcome to opt out of any questions you do not wish to answer.

Participation is voluntary and you have the right to withdraw at any stage without penalty. You may ask for your raw data to be returned to you or destroyed at any point. If you withdraw, I will remove information relating to you. However, once analysis of raw data starts on 10 September, it will become increasingly difficult to remove the influence of your data on the results.

The results of the project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: your identity will not be made public. To ensure anonymity and confidentiality, pseudonyms of your name will be created and all files be password protected and stored on a password protected locked laptop, with a backup stored on a password protected University of Canterbury server. A thesis is a public document and will be available through the UCLibrary.

Please indicate to the researcher on the consent form if you would like to receive a copy of the summary of results of the project.

The project is being carried out as a requirement for the Masters of Commerce by Cheryl Naidu under the supervision of Dr Ann-Marie Kennedy who can be contacted at ann-marie.kennedy@canterbury.ac.nz. She will be pleased to discuss any concerns you may have about participation in the project.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

If you agree to participate in the study, please reply to this email so we can set up a time to meet. In the interview I will ask you to complete the consent form before the interview commences.

Department: Management, Marketing and Entrepreneurship

Email:

Cheryl.naidu@pg.canterbury.ac.nz

Exploring Immigrants' perceptions of Beauty through Advertising Participant Consent Form

- ☐ I have been given a full explanation of this project and have had the opportunity to ask questions.
- ☐ I understand what is required of me if I agree to take part in the research.
- ☐ I understand that participation is voluntary and I may withdraw at any time without penalty. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.
- ☐ I understand that any information or opinions I provide will be kept confidential to the researcher, Cheryl Naidu and the thesis supervisor, Dr Ann-Marie Kennedy, and that any published or reported results will not identify the participants. I understand that a thesis is a public document and will be available through the UC Library.
- ☐ I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years.
- ☐ I understand the risks associated with taking part and how they will be managed.
- ☐ I understand that I can contact the researcher, Cheryl Naidu on Cheryl.naidu@pg.canterbury.ac.nz or supervisor Dr Ann-Marie Kennedy on ann-marie.kennedy@canterbury.ac.nz for further information. If I have any complaints, I can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz)
- ☐ I would like a summary of the results of the project.
- ☐ By signing below, I agree to participate in this research project.

Name: _____ Signed: _____ Date: _____

Email

address:

You can hand in a copy of this consent form to Cheryl Naidu once you have completed it. You may also keep hold of a copy for yourself if you choose to.

Appendix D – Human Ethics Approval



HUMAN ETHICS COMMITTEE

Secretary, Rebecca Robinson Telephone: +64 03 369 4588, Extn 94588 Email: human-ethics@canterbury.ac.nz

Ref: HEC 2018/60/LR Amendment 1 11 December 2018

Cheryl Chethna Naidu
Management, Marketing and Entrepreneurship UNIVERSITY OF CANTERBURY

Dear Cheryl

Thank you for your request for an amendment to your research proposal “Exploring Immigrant's Perceptions of Beauty Through Advertising” as outlined in your email dated 28th November 2018.

I am pleased to advise that this request has been considered and approved by the Human Ethics Committee.

Yours sincerely

pp.

Professor Jane Maidment

Chair, Human Ethics Committee

A handwritten signature in black ink that reads 'R. Robinson'.

University of Canterbury Private Bag 4800, Christchurch 8140, New Zealand. www.canterbury.ac.nz

FES

Appendix E – Interview Transcriptions

Interview Transcription 1

So to start off with, I just want to ask, what is Beauty to you?

There are a wide range of definitions in regards to beauty but then not thinking about the perspective of media or anything portrayed, I think beauty comes from the inside, that's what I personally believe in. Like there are lots of advertisements and lots of portrayal of beauty in media saying that okay, beauty has certain amount of standard, yes you should look in a particular way but I think beauty is more about how you display yourself **Mmmmhmmm**

So when you think about female women? What do you think when you hear the term beautiful women?

I think, when I grew up most of the time whatever ads and everything I saw, on basis of that, this thing, whatever image I saw, in my mind regards to beauty, was a western women, a fair women, with a certain amount of standard of beauty, like no blemishes, theres no acne, you know pure perfect skin, perfect figure, that's what beauty standards are about. **Mmmmhmm**, yeah.

So when you think about beautiful women, in terms of skin tone, what skin tone do you reflect with that?

I think it's more about from which region you are speaking from. So if you're thinking from Indian perspective, a certain brown skin tone is okay but if you're thinking from a western perspective, it just comes in your mind, okay a white women, a fair one **Yeah**, so yeah. I depends upon the region I cannot talk about a certain colour based on my own suspension because it's just that if you're thinking about a particular country then you can think about this is the colour I can think on based on the certain country, **yeah yeah and what about like hair colour?** Mmmm black, yeah black hair. I guess because most of the advertisements focus on this colour rather than anything else, So it's just there in your mind, okay, hair black, skin white, eyes brown, It just pops up in your mind.

And um would you be able to describe something that you consider not beautiful or non-beautiful in terms of beauty?

Well um whenever I think of something not beautiful, the only thing that come in my mind is acne and scars and yeah. Just those are, stretch marks, and those are things that comes in my mind. And from my personal experience I do have some stretch marks and I am kind of not confident in showing them off, **mmmhmm**, and my skin is not in good condition so most of the time it happens that if I use any of the makeup, go, bam, there are lots of blemishes, so I just don't feel confident about that ones so yeah, I think acne and stretch marks are not about of beauty. **Mmmhmm so why do you think these things are not considered apart of beauty?** Oh because there has been this recent trend around with regards to you know? Hiding your scars or your stretch marks or even your blemishes with makeup or covering them up with different types of products so it kind of gives off this ideology that okay there shouldn't be any of your scars or blemishes to be seen. Your skin should be flawless, so it kind of makes you feel less confident about it. **Yup**

So if we add in the word Indian, what do you think when you hear beautiful Indian women?

Hmm, I think Indian women have beautiful eyes so when you say beautiful Indian women I just think about this part [points to eye region] where you have mascara, kajol, that is focusing more on beauty of your eyes rather than anything else. So I think, that's what is about Indian women. **Yeah because it is quite a big part of Indian women to do their makeup because sometimes even skin or anything else doesn't take that much pertinence.** Yeah yeah so even when a baby is born after a certain amount of age, like maybe after two years, they start applying kajol and that's how it starts. Like I guess more importance is given to his eyes rather than anything else.

Yup. And if we add in New Zealand or Kiwi, what comes to your mind when you think of a beautiful New Zealand Women? I think people in New Zealand are focusing more on their face, their lips, and not on the eyes, because I see less of the eye makeuo on them and I see more of the face makeup and even with certain beauty standards it is more about certain size, certain figure. This is what I'm looking. And when you see compare to India, New Zealand is more about fitness and everyones into it. Like, even if you go to the grocery store there is someone, like there are lots of people who are dressed into those clothes. Because it's about the fitness trend that is going on in New Zealand. So I guess beauty in New Zealand is about certain figures and the beauty standards that have been portrayed by the western culture and it's kind of taking a toll over New Zealand. Because if you see the maori culture, that's totally different than that of western culture, and now people are kind of imitating the western culture which is totally different from the original culture of the maori. **Yeah so if you think about specific characteristics of New Zealand, typical beautiful New Zealand women, what comes to your mind in terms of like, hair, skin, face?** If I keep apart the western culture from the New Zealand Culture than I think about you know, natural beauty that's there. I see less amount of Maori people that wear makeup. They are more into tattoos, I can see that but I think more of them are more into natural skin, rather than wearing any kind of makeup. That is more about in New Zealand. But if you think about the people, because New Zealand is a diverse country, there are not only maori people here, there are lots of people. If you take that into consideration than somewhere it is more about figure and everything, which is not originally about of Maori culture. **And in terms of figure, what kind of figure do you think of?** Umm I think it's more about you know, slim figure, and that's how the fitness culture kind of fits in with it. So you have a perfect body, you have a certain amount of chest that is out, your booty is out and you have a slim trim waist. So that is what is being portrayed now. **Mmhm, yeah okay thanks.**

Umm so what do you think are some of those things that have formed those opinions of beauty for you over time?

So when I came from India I had like no knowledge of makeup like literally no knowledge of makeup. And when I left from India my sister gave me this, she gave me this compact with powder, lipstick and lipbalm and mascara. She gave me these four things and she was like, you may need it. And I was like, are you kidding? I've never used it and you think I'm going to use them in New Zealand and she was like you may need it. And then when I came here I realised how important it was Because when I started working here at that point of time like everyone at the workplace were like, totally, like they had this flawless skin. And it's not like they had it, it's because of the makeup that they apply, the large amount of makeup that they use, you hide all your scars, you hide everything. Which kind of blew my mind, I was like what? How do you apply such amount of makeup on your face? So I have gone through this experience where two or three people at the workplace have hinted that Bliss you need to wear some amount of makeup and that made me feel realise, okay, for people here, it is hard to take in a person with a natural face for them they want for you to cover up your

acne's and everything. And my skin is this kind of skin, if I apply anything it just [gestures to face] **reacts?** Yeah and I have never used any amount of makeup back in India and this was the first time I was you, trying, with those four things that I had, that were given by my sister and a few of the things that I got from here, but yeah, that reacted very badly, so yeah, I think it's kind of a compulsion that made me use makeup, because of the work standards. **Yeah so kinda like the standard that those other people had?** [nods] **Yeah so these norms that other people were setting created this opinion of beauty for you?** Yeah. **Okay yeah, and how do you feel about that?** Um so whenever I leave out, I think, I don't think that I want to do it, but I have to do it because if I don't do it then it can be problematic. For example, people won't like it if you're coming with a bare face. For six months of me being in New Zealand it was literally like that. People would look at me and they would be like, don't you apply any makeup? And I'd be like, do I need it? And that made me kind of conscious, that okay, people have this kind of opinion that everyone should wear makeup and I was like, okay, fine, will the lipbalm work? [Laughter]

Okay and you've expressed that obviously your some opinion of beauty has changed because now you see everyone with makeup and everyone has makeup on their face and now you see this like standard set. So how, like what are some of the big ways your perception of beauty has changed. I think my perception with regards to beauty is still the same, I still think that the beauty comes from inside rather than the makeup or anything you know, but it kind of scares me online with all those makeup tutorials online, with regards to how people hide their true self, it just scares me off. And recently there has been this trend that Asian women, with regards to makeup trends with how the whole face changes and you're like what? How is that possible? So it kind of scares me a lot that people are forgetting the true essence of beauty that comes from inside. And my perception is here, obviously still the same, it hasn't changed just because of the compulsion of me using certain kind of makeup products, that hasn't changed. **Yeah and how does that make you feel?** Mmm I think. I think I am okay with using some amount of products. If it wasn't for the skin reaction that I am going through, I would have most probably used it without hesitancy but then I kind of I really don't know what kind of products are useful for my skin. Or not. I don't have much knowledge about it so I just try to make sure that I use everything at the minimum stage because I just don't want blow off, especially you don't want, like you want to make sure that your skin is in the perfect you know, so I just make sure there is a certain routine that is there, like applying masks or using coconut oil or something like that.

So I'm going to show you a few ads here now.... So can you please describe these ads to me?

Okay.. so... [laughter] so okay, so the first thing that I see here is this clean perfect skin that they portray. And this, I don't know there is this beauty standard that's there, here in both of these images where there is a certain body figure there is a certain type of face. If you see most of the uh advertisements that are there, they have this oval face, which is even seen here, see, there is this oval face. And like no one in reality has this thick hair, I mean like are you crazy? Soo yeah

Yeaah, so what do you first notice when you see these ads?

Okay when I saw this ad, this Lakme moisturiser ad, I just saw her cheeks, as if there is nothing going on. It's kinda like okay? What is this? Is it silk? It kinda just makes you feel like it's a doll or something like that. And yeah here I just saw the hair and like this huge amount of volume which is there, which cannot happen in real life

Yeah so why do you think these people were chosen for these ads?

Well first of all these are influencers, people know them, so yeah this a marketing strategy that's there. Secondly, I think with regards to atleast Garnier, so it is more about natural beauty and I guess most of the ads that [Karishma] has done has more to do with the natural stuff so she's more into that. So even as a social media influencer, what exactly are you into, so that's a marketing strategy that's there. [Laughter] I'm sorry I don't know about this actress but I think she has a very really good skin but again that's portrayed. Especially, she's like a doll, so that kind of attracts people, so that is a beauty standard that they have been putting forward so that kind of attracts you or people around. And one more thing is age, despite whatever the age the person is of, they look really young. [Laughter] **haha yeah**

Um so would you able to describe for me the type of people you think these ads would be directed at?

Umm, I think this ad is more about you know people who are at the age of like 30's, 40's who are like you, there is like hair loss, hair issues. Especially now is time for you to colour your hair because your hair is changing white and white is not acceptable and this is more of portrayed with those type of people at the age of 30's, 40's or so on. Well this ad is more from the age group of 20. It's like okay now you're teen, now you have to start focussing on your skin because if you don't there might be other issues that might pop up. It's like take care of it before you end up ruining your skin. So yeah, it is for the age group of teens, from 18-21.

And would you think people would use these products in your opinion.

I think people do. Because if people didn't then Kim Kardashian and everyone won't be that. So yeah, people do. **Yeah so why do you think people use these products?** Because of the complexity of self-identity, you're not able to accepts oneself. You know makeup is most of the, makeup when it came into existence it came in as a part of art and creativity, it was not to hide oneself, but now it is changing the trend. It is like okay, the way you look is not perfect, you need to look perfect and that's why you need these products, so the natural beauty and the so called natural beauty are two different things. So now there are the products that are put forward in the media. In terms of those products [looks at ads] those products are like natural beauty but what are you calling natural? Like, you are just calling something natural that is not natural. So yeah that's there.

So umm, do you think the people in these ads represent the people that you just described would buy these products?

Most probably yes because this actress shown here in the Garnier ad, so she's in the 40's or something like that, but she doesn't look it haha, but that's another thing. But that's kind of convincing people that you're old you shouldn't look old and that's why I'm using these products and that's because of using these products I look young. So why don't you guys do the same thing and that's going to be effective for you. Similarly, look at my skin, there are no blemishes no marks. There is nothing on my face because I'm using Lakme moisturiser, if you guy use it, you may not go through any issues.

Okay and um, do you think there are groups of people missing from this ad?

I think most of these products aren't uni sex. So gender is something that is very much important, not only binary. So that is very much important that that is not portrayed on these ads. And then there are types of beauty standards, there are types of real beauty that should be put forward. For example there are body size, your weight, your height, type of people ethnicity, diversity. Most of the products that are put forward in Indian ads are not portraying real Indians. Like, have you seen a real Indian with such fair skin? [Laughter] **I haven't not in real life, obviously there are Indians with really fair skin but this is like a different level. It's almost glassy.** Yeah yeah.

So who is communicating to you in this ad?

I think here, a women, at the age of 25 is telling me, at the age of 25 you need flawless skin so you should start working on it, from your teenage. So this is what I get from this ad. And here, the women at the age of 50, is looking at me. If you need volume in the future and this amount of colour then you need to start working on it from now itself.

And how do you feel about this standard of beauty?

I feel these don't exist in reality and whenever I look at I just look at my own hair and am like, omg. It's less than half of it, so I feel insecure by looking at it, because I don't have any of it and then this can make me go and buy these products so that I'll be, you know, in the crowd, within the crowd. Having these type of standards on me. **So you don't agree with these standards of beauty?**
No.

How do you think this ad makes you act?

Whenever I look at this ad, I'll be like yeah, it doesn't exist so yeah I'm not going to buy this product so just stop tricking people.

And would your actions change if the ad were to include models of different skin tones?

There is a possibility of that because you're including people, so which means okay, there is a possibility of my own different skin type, and if that is working on a different skin type which is similar to mine, it may work on me too. So that kind of marketing strategy can you know, get involved and let me buy those products. **Similarly would your actions change if your model didn't have such clean clear skin?** Yes. **And how would your actions change if it didn't have celebrities but just real people?** I think using a model who is not an influencer or whom you don't know, from my personal opinion I would certainly buy something like, but thinking from the opinion of the whole world, I think that won't work because people always tend to follow the social media influencer rather than anything else. So if you don't know the person who you are listening to? That is the major question that people have, and that's why people prefer, you know following the influencer rather than anyone else. **Do you agree or do you think that sometimes when people look at these things, it's because they want something they can't have?** True. **So how do you think that impacts society?** I think it kind of lowers the confidence, so when you think about the women at the age of 50's, do you see any of the celebrities who have grey hair? **Very few yeah.** Now think of the gender spectrum, think about the male celebrities who have grey hair. There is a vast difference in that, there is a big problem in that. I think we are not ready to accept the women, the way they are. It's okay for the male celebrities to be the way they are. There are women celebrities who end up not

using makeup especially when they are with the male celebrities, and it's okay for them because they're cool dudes, but then, the same rule is not applied to the female celebrities or any of the influencer because they should be looking a certain way and if they don't look good then they are not an influencer.

Are there any messages that you think should be in this ad but aren't? I think portraying the reality that it's not going to work on everyone is very much important. And most of this important column is hidden under term or conditions applied. Which shouldn't be there. People should know that certain products are not for everyone, because most of the time people end up buying these products and it's not working on them, and this can lead to decrease in confidence level. I've seen so many people doing that and that's why I think that it's very much important that while, putting forward certain ads that it's important to agree that not all products are going to work on all people. Secondly, I think it's important to put forward the reality behind the products, because if you're buying a certain type of product, if it includes everything, for example if you're going to buy a grocery, if it includes everything, the amount of proteins minerals and everything but then you do know the side effects of it. So similarly and product that you put forward that you're going to buy should also include the possible side effects, which is not there, which you have to google. Which doesn't make sense, so I think that should be included in any of the products.

What do you think each of these products say about the people who choose to purchase them?

I think I have covered this point. Lakme is mostly focussing on people with the skin issues while garnier is mostly focussing on people with the hair quality and quantity. I think it's focussing on people to change their perspective and you know, use these products so that they will regain their skin or even regain the quantity or colour of the hair.

Mhmm, so you've talked about these ads and your perception of them, do you think this is commonly felt among Indian immigrants?

I guess it is commonly felt because you see so many indian immigrants all around wearing heavy makeup. And it is normal to see, when you are in a country which is totally different from your culture, so when you're in a new culture and you are just flabbergasted when you look at this thing and you're like okay, there are people around you. So I guess most of the Indians are into makeup, and most of the tutorials that are coming out on youtube or any of it, there are Indian people, there are Asian people that putting out most of it. So I guess, yeah, Indians are being influenced because most of these trends. **Okay and yeah, so if someone like a New Zealand European was to see these trends these ads, do you think they would see the same things that you have seen?** No because everybody has a different perception. Everybody has a different outlook because of their social background. I'm thinking from a certain perspective, A European or a person from New Zealand, might find this perfect or attractive because they are born and brought up in a different way because there is a possibility that an indian itself might be thinking from a different perspective so my answer is totally different and another Indian might be totally even answering in a very different way, so yeah.

Okay cool, so I'm just going to show you some more ads now, two more ads. So obviously there are differences in all of these ads, Can you identify which ads would be the western ads and which ones would be the indian ones?

[Points to different ads and identifies correctly]

So if you didn't know the celebrities in these ads would you still assume?

Well I just know celebrity here but yeah I think because they look Indian, they don't. So yeah.

Okay perfect. So which of these ads appeal to you more for hair products?

You are comparing two different types of ads, well I think this one seems to be you know more approachable than this one [pointing to the garnier ad] and this one is like, it just hits you like anything. Especially for me because I'm not more into makeup, so it's kind of like too much for me. So the garnier seems to be a more natural approach rather than that one. **So what about this ad is too much for you?** I think it's really bold in its own sense, so that, then the colour. **Of?** The hair colour is totally different. **So her hair colour is blonde in this, and that's not appealing for you?** No that's not appealing for me, and bold in sense of her look, it kind of scares me a lot.

And which of these ads, these two, appeal to you more for face products? I think this one [Neutrogena]. This one use of more, you know, naturalistic approach rather than you know. I don't know, I'm using this word. Because it kind of gives you this aura that okay, I am a normal person as you are. So yeah this two kind of give me this aura that these two are kind of similar, not similar, but near to reality rather than these two. [Pointing to Neutrogena and Garnier]

So when you look at this do you think, kind of fake, photoshopped? Edited? Yeah yeah, absolutely. **And that's not what you consider beautiful?** No. Even I think these photos are edited, there is a large amount of fakeness in there. But when compared to this ad obviously there is this large large difference between.

Okay great, and which of these model best represents your definition of beauty?

I think this one. [Neutrogena] **Hmm, and what is it about this product that makes you feel that way?** I think this one is focussing more on eyes rather than anything else. But then this product is a moisturiser as well but despite of that the focus is on the natural state of beauty rather than focussing more on the skin and anything. So I guess, it's kind of a neutral approach put forward by the advertisement. While these are just focussing on the whole beauty standards. So okay, you should have this hair colour to be bold. You know you should look in a certain way, your facial expressions should be in a certain way. Your hair volume and even your skin colour should be in a certain way. But this one is sort of a inbetween skin colour, you know it's not that glassy and I don't know, it just gives me, somewhere in between. **Yeah a bit more of a realistic vibe.** Yeah yeah.

Would your feelings change if she had lighter skin tone? Yeah, most probably, because for an Indian, you cannot relate to someone who is having a skin tone which is not at all similar to you, so you just cannot use those products which are not at all used by the people, or which are not made for certain people who are a certain skin tone or certain skin type as you are. So if you're buying something which is made for a person who is living in Iceland, their skin tone their skin type everything, their skin condition, differs from what, of that of the indian person. So I think the marketing strategy should be more about the type of skin, the type of person, the type of region.

And would it change your perception if she was an Indian model? I think I already have an indian model in front of me, actually models in front of me. So it doesn't matter if it's an Indian model or

anyone else, I think it's more about the beauty standards that have been represented here. So yeah, I think it doesn't matter if it's an Indian model or anyone else. **Yeah do you think that there is differing standards of beauty between India and New Zealand.** Yes there are, I think, [laughter], I don't know how to say it. Like even though we are in 2018, there is this still this representation of Indian women a bit from the traditional approach. So when you see the ads you will celebrities who are wearing sarees or maybe those ghaghra cholis or lehengas in those advertisements and then they are coming with those jewellerys, they are still there. It's not like Indian women wear this everyday, so I really don't know how to answer this question because New Zealand is quite different than India. The representation of women in New Zealand is quite different. In India, people are still focussing on the traditional values despite the vast amount of change, I'm not saying that there aren't traditional values that are still intact, they are still there. But then there has been a change and we need to bring that change into advertisement that is not there. And in New Zealand the people here are totally different. They have changed a lot and I think because of the body fitness regime, that has entered New Zealand, this trend has effected New Zealand the advertisement that is there. So I guess most of the advertisement is focussing on the certain body types. While Indian advertisements are still about the ethnicity and values and clothes, they're still focussing on that, which is a good thing, it's not like it's a bad thing, so yeah. I don't know how to compare it. **No that's understandable**

Umm so if we just go back to these ads one last time, which of these models do you least associate with beauty? I think it's the loreal. And then exactly after that it would be here [Points to Lakme ad] **Mmmhm because?** Okay Loreal because I cannot relate to her in regards to my hair colour. And umm I am personally not that bold, personally I am, I think I am not that strong enough. The portrayal of the women that is shown, she looks like that Kali Mata who is ready to kill, which I'm not, so yeah, I cannot even relate with her. I feel as if I'm intimidated with her. Whereas this one gives me a more happy vibe [Neutrogena]. **Okay and if you see the model on the box, how do you feel about her?** Oh even her I cannot relate with because she seems to be a bit seductive rather than yeah. **Which model do you think best suits that hair colour out of these two?** I think it suits both of them. **Yeah?** Yeah I am okay with both of those models, I cannot choose between them. Both of the models have that like, yeah, I cannot choose between both of them. If you would have asked me to choose between these two then I could have said something [pointing at Garnier ad] **yeah, and how do you feel about that?** I cannot imagine Karishma with that colour because I am so used to seeing her with Black hair. It would be like, what? Are you kidding me? That kind of reaction. I think it would be really hard for me to accept that. And I guess if you see Indian ads you won't be seeing any of these models with this colour or any of the celebrities with colour. I think I guess, I don't know, maybe people have not experimented that much? Or any of the influencers have experimented that much. Or maybe they are still focussing on ethnicity, so yeah maybe. **So do you think that, how do you feel about Indian Women and blonde hair?** Well to speak about the truth, I have not seen many Indian women with blonde hair, I have seen some people with the combination of black and blonde but I don't think that it suits them so I don't think it goes well. **And you think that blonde hair does suit New Zealand Europeans?** Hmm I cannot even put it as a certain region or a country. I think it suits some people. I think it depends on the person, it is more of a relative and subjective rather than putting it as a country based geographical based. So I cannot say that on the basis of a certain country. I think it is subjective to an individualistic perspective. So if you, if it's me, and if it's me, well I had red hair [laughter]. Well I can say that it went well after that I dyed it blue and after that it didn't go well and after that it was dark brown. I think it depends on what colour you choose and how it goes with you.

So I'm just going to end off with asking a question which is um, too different between India and New Zealand and I think you would agree the skin tone or the yeah the skin tone perception is very different between these two places. Where one country has advertisements of skin lightening and bleaching another country has ads of tanning. So what are your thoughts on that?

Well at work place I have some of my European friends and I'm like I don't need tanning, and I'd be like I don't need tanning. And that'd be like you are so lucky, why would you tan yourself. So I feel like the concept of tanning absolutely crazy because I come from a certain geographical social location where it has been literally forced into your mind that okay, your skin should be good, your skin should be fair, you should look good you should look in a certain way. Your skin colour should not fade, it should not turn black, there should be no sunburns or blah blah blah. And then suddenly this European is coming up to me and saying that you are so lucky you don't have to tan yourself and you find it quite odd and you find it hard to accept that okay, now you are in a new country and they adore your skin tone which is kind of hard to take in. And you are okaaay? That's fine. **And have your perceptions of that changed since you came to New Zealand?** Well as I said even in India I never used any of those kin products, I only used those natural stuff so you know, whatever grandma made for you. So I was that kind of person, so I knew that if I'm going to New Zealand, I won't be having ingredients that I have back home, so while leaving from India I had a like, I had made up my mind that okay I won't be using these products for a year so I have to let go of them. So when I came to New Zealand, I came to New Zealand to that perspective that I don't need to use any of these products. So I had made sure, I had spoke to myself that, I just sat in the corner for a while and I told myself that I am not going to use these products so yeah. **Yeah and how do you feel, like you have expressed that Indians have a particular look when it comes to skin tone and complexion and all that kind of stuff. And on some level that impacts individuals, you know whether they are immersed in that country or whether they are just exposed to it, umm, how have your opinions of that changed? Like you know you just said that people have come up to you and said that omg you're so lucky you know, we wish we didn't have to tan and has that changed how you think of skin tone and yourself?** Well focussing just on the idea of skin tone and nothing else, my perspective has changed. I am more accepting of my skin tone now rather than when I was in India. In India there was this, you have this whole lot of friends that are using this hundreds of products and they have all these different names and within the products they have these colour numbers and stuff and I'll be like totally lost in that case. BU when I came here, people never say that okay um, like I had no friends that told me that you know I use these products, this this this range is there, you know no one spoke to me about it. Like it was kind of an unwritten norm that goes around that you're like this is a beauty standard, you know. You know there is a bit of an unwritten norm, here people don't say it out loud, in India people will directly speak to you like hey what's that, you have so many pimples? And you'd be like, thank you for letting me know, it's not like I saw myself earlier in the morning in the mirror. So it's like that. In India people tell you directly to your face, like here, this is the problem, this is the solution and you'd be like I didn't even ask you for your opinion. Here in New Zealand it's more about people make sure they tell you about it but in a very indirect manner because they don't want to offend you, or maybe they don't know whether it is their position to speak about.

Umm okay great thanks, I think that kind of brings us to the end of our interview, do you have any last comments or anything you would like to say regarding beauty? Any kind of beauty, inner beauty, outer beauty?

Well just adding on, there have been lots of weddings that have been happening, there have been celebrity weddings. **Oh yes, I have been keeping up to date with them.** [laughter] Same here. So

thinking from that perspective, you know everyone has been so eagerly waiting for the photos, that like what is she wearing, what is he wearing, so thinking from that perspective, our beauty standard is not only related to your skin tone, your hair, but it is also with regards to clothes and other things which most of the times we tend to keep that apart. And I think most of the indian standards of beauty revolve not on your skin and hair but it is more about what you wear. So I think that is different, New Zealand is more about the body rather than what you wear.

Great, thank you so much for this interview, I have thoroughly enjoyed the chance to talk to you about this.

Interview Transcription 2

Okay, so to begin with, what is beauty to you?

Umm, well to me it all equates to happiness, I think if someone is happy, that kinda equals them feeling beautiful inside and outside.

Mhmm, and how do you think you can tell when someone is happy? What are some of the visual ques?

Um, by looking at them you would say? Um, I can usually tell by their face, they seem content, not too stressed. Even if they do have problems going on, they put up a smile, I guess.

Cool, so what do you think of when you hear the term 'Beautiful woman'

Um, that's an interesting question because I have just had two images going through my mind. One would be um, the European defining standards, um, slim, tall and fair and the other one would be a woman who is happy, like I said, um yeah, I don't really know how to say more.

Cool, yeah that's fine, would you be able to describe what you think of as non-beautiful or something that is not beautiful?

Um, I feel like my answers are really philosophical, ah I think that somethings non-beautiful is all the negative emotions that are built up inside someone. Feelings of anger, guilt, or hatred um that's something that's not beautiful to me because whatever you're feeling on the inside it reflects on your body. Well that's what I believe in anyway.

Mhmm, and if we add in the word 'Indian', what do you think when you hear the term 'beautiful Indian woman'?

Um, I think of my mother, it's very cliché but um my mum in a sari um with me and my sisters and my dad around, with family um just having dinner together or just talking, its just, an Indian woman who is happy and content with where she is in life and has a clear defined vision of where she wants to go further. **And could you provide some specific characteristics of what you see when you picture your mum? You said that she was wearing an assahri, are there any other physical attributes that you see?** Yeah, so my mum has long hair, um I believe that is a stereotype, but she likes having her hair long, so she has long hair. Um, assahri and bangles. Jewellery, I feel that jewellery is an important thing being, when I think of the term 'beautiful Indian woman' yeah, I can't think of much more. Oh and of course the bhindi yeah. **So, you said your mum has long hair is it black? Like typical?** Yes, black, long, straight hair.

Great, and if we add in New Zealand or kiwi, what comes to your mind when you think of a beautiful New Zealand woman?

Um, I don't know if it's the weather, but I'm thinking of someone who is at a beach wearing um, just classic kiwi outfit, T-shirt and shorts, um yeah just someone sitting by the beach, I guess. **Yeah, and are there any specific characteristics in terms of hair tone, hair colour, skin colour?** Um, hair colour

I would say something between thorn and brown. Skin tone I think fair, but now that I'm thinking more, like as I speak my thoughts are changing. Um I'm thinking not just the skin tone of the standard European fairness but someone who is Maori as well but yeah, my thoughts are changing as I speak so. **No that's fine, that's generally what happens yeah.**

And so, would you say that your perception of beauty is something that is dependant on where you live?

Definitely. Yep, yep.

Um, so now that you're currently in New Zealand, what is your perception of beauty in a physical form?

Physical from? **Yep.** Um, as in what I think, what comes to mind? **Yep, what comes to your mind?** Um. **And if a perception of beauty is, what you could think about is standards of beauty.** Okay would you like me to describe an outfit I'm thinking of? **Mhmm, or you could describe a um, physical characteristics, like face shapes, skin tone, skin complexion, hair colour, hair length, that kinda thing.** Um so, right now, well I'm thinking of someone who is medium height, about 5ft4, 5ft5. Um, olive skin tone, so not too fair, not too dark. Slightly brownish hair, um and freckles. **And would that opinion of standards be changed if you were living in India?** Definitely. **And how would they change? What comes to mind? When you think about your time there?** Well first, skin tone. I can picture a range of skin tones. There are people who are fair, people who are dark skinned oh and hair colour standard. Almost everyone has black hair and they might just occasionally dye it, but even if it is dyed it is dyed to a darker colour, like brown or shades of red. Um and height as well. I'm thinking of people who are slightly shorter as well, when I'm thinking of the south Indian women as well, but when I think of North Indian women, again that changes, I'm thinking about mostly fair skinned, very tall, about 5ft7, 5ft8. Um yeah, women with very fair skin.

So why do you think some of these opinions of beauty you've formed, have been formed over time?

Um, I guess because of my experience, like the exposure that I've had with different people and different situations. Um I don't know, could you clarify that question please? I feel like I'm stumped a bit. **Yeah sure so sometimes, you said exposure, so like is it when you're in New Zealand, this image of beauty that comes to your mind is it because its what you see all around you and what's portrayed in media?** Yeah, yeah, I feel like media has a very big role anywhere, in New Zealand or in India. Um, speaking about, again Indian media, um I feel like they completely focus on, they literally equate being fair and lovely to being beautiful and its become a topic of controversy now, um and its changing but very slowly, I guess.

So, have your ideas of beauty changed?

Definitely, when I was in India, well I was younger of course but still, um when I first moved back there when I was 13, 12 or 13, I would use those skin whitening creams almost every day. It would just be apart of my routine getting ready for school. I never realised what I was doing until I was about 17 or 18 and that's when I ditched those creams and opted for moisturiser and that was it. **And what sparked this change in you? To be like, no I don't want to do that anymore.** Um, well I guess I started having skin problems for a start, and when I started having skin problems I; well I was

a teenager and acne and stuff was also a problem a lot, too much of a problem but still and that's when I decided to stop using beauty products with chemicals in them I guess. It wasn't really, it wasn't really anything personal, it was because of the skin problems, which is why I stopped using them, I guess. **And how did you feel once you stopped?** I felt so much better, because those creams would be very, they would just make me feel so fake and I never realised it, but once I started going natural, I could just say "This is me" and I could feel more confident.

Its interesting that you say "confident" because confidence is again, like you've talked about 'happiness' and beauty and that's all sort of very associated with confidence, happiness and beauty have the same kind of connotations in there. Um so did you feel confident when you were trying to conform to this standard of beauty?

No, because I was trying to be someone else. I was trying to be like those models or those actresses on TV ads and that wasn't me. And while we're still on the topic, I was never, like my family, my mum or my grandma, they never encouraged me to use those creams anyway, I was influenced by media. And when I ditched those creams, they were the first to be happy about it.

That's great, and now that you've moved back to New Zealand, how have your ideas of beauty changed? Both within yourself and other people?

Um, well I still manage to stick to my idea of being natural, um, when I first moved back, I did get very influenced by make-up vloggers on Instagram and YouTube because that would be what was trending here in New Zealand. I tried using different products from company's like MAC or Maybelline or whatever and they just never worked for me, so I went back to staying natural. I don't know if that answered the question, sorry. **No no, definitely, it definitely did.**

So how do you feel, if we go back to this term of 'confidence', what sparks confidence for you, now that you've moved back to New Zealand?

Oh, ah yes, actually, I don't know if this is related but I feel like I should say it anyway. When I was younger in my primary school years in New Zealand, I was bullied for being dark skinned. Um and I was dark skinned because I would go out swimming in the really hot sun or just bike in the sun and just being exposed to the sun made me tan a lot. I was very, very dark skinned as a child and whenever I go back to India for visiting, the first question that relatives or anyone would have is "why are you so dark skinned?" I was like eight or nine at that time during my visits back. So that's like an experience that I've had, I'll relate back to this later. When I came back from India as an adult, I still had those memories of being dark skinned, and being bullied for being dark skinned, and I've kind of like decided to take care of myself in that way, as in not to be in the sun for that long as I know what kind of damage it does to me and it kind of plays with my confidence as well. I don't know if that answered your question. **No, no it does definitely, there are no right or wrong answers during these questions. Whatever you feel, just say it, it's perfect.**

I'm going to show you a couple of Ads now, and you can just say how you feel about some questions I have about these ads So, I've got two ads here, obviously one is for a hair product and one is for a moisturiser, can you describe these ads for me?

Can I do one at a time? **Yeah of course.** So, when I look at the lakme ad I relate to it because I've used lakme products before. I kind of feel like the moisturiser doesn't have anything to do with her

skin tone. Her skin tone seems very, the photo seems very edited. It doesn't seem natural to me. They're kind of portraying that they're using natural products when I look at the ingredients, like the honey and stuff, I think that I could do this at home because I am very big on DIY self-care. "12 hour moisturise for winter" I think that is just a marketing technique. That really depends because if they're advertising this in India, because Lakme is an Indian brand, this really, this 12-hour thing depends on what part of India this person is living in, like if they're living somewhere north like Delhi, obviously it's going to be very cold and I think that this statement is going to be true. Um yeah, I'm not sure this photo is right for this product because obviously the model is wearing more make-up than just moisturiser, I feel that it's kind of misleading. Is this a hair dye? **Mhmm.** Personally, when I look at this I think "no" because, this is my personal view of course, I don't like using hair dyes or, no one in my family has ever used hair dyes either so it's not something that I would encourage either. That's just me personally, like if people who are using this product are going to use it then that's fine, that's their wish. I feel like it's just too much, like her hair has been very styled. It looks like it could be an ad for a hair styling product for like hair cream or whatever, I have no idea what hair products are out there, I just use shampoo and conditioner. I wish they just used the model that's on the packaging. I don't know, I just feel like it's more than hair dye there. They've shown pictures of Indian gooseberry, but, oh is that olives? I don't know. It's weird. It's not my thing, so I'm not that interested in talking about it.

What do you first notice when you see these two ads?

I notice the actors. I can't remember their names but they're Bollywood actresses. **What comes to your mind?** It's not even the product, I look at them. **Why do you think these models were chosen for this ad?** Well obviously, they have an influence on people. I see it, I see them first, so people relate to it that way, I guess. **Would you be able to describe to me the type of people you think these ads are directed at?** Yeah sure, I'll do this first so it's out of the way. Well I think this is, well both really are directed at the urban populations of India because, as much as the rural areas are developing, I don't think people in rural areas would opt for this when they can use the natural, actual thing itself, like they would use Indian gooseberry's or they would use fresh fruits and vegetables to make hair masks or the face masks themselves so they wouldn't go for this. So yeah, urban population for this I would say maybe working women in their, it says no greys, so in their about 50's when they start having grey hairs, so 40's or 50's. Then this is targeted at teenagers, like teens, women in their 20's. **Would you say people would use these products, in your opinion?** Yeah definitely, yeah, they would. I know people, well I've used may before so yeah. **What do you think would encourage people to use these products if you were basing it off these ads?** Um, well looking at the hair dye ad, I think the fact that they've got, I can't remember her name but she's very popular, um, using this actress and the way her hair has been styled like looking at this I think of, this brings back to ads that I would see in Indian newspapers for hair oil and how models and actresses would have their hair so beautifully styled. It would make me think that if I would use the hair oil product it would make my hair the same, but obviously it wouldn't, but yeah, I think people still buy it because they're influenced by the ads that way. The same goes for the skin moisturiser.

So, the people that you've sort of identified would, you know, target these ads. Do you think that these ads represent these groups of people?

Sort of yeah. It does yeah, she's an actress who is older and she is a young actress so. **Do you think that there are groups of people that are missing in these ads?** No.

When you look at the pictures, is the model the first thing that is indicating to you? Yeah

Now when you think about standards of beauty, what standards of beauty do you think is reflected in these ads?

Ah well, the stereotype, they're both very fair. They've got almost flawless skin in these photos and that's not always the case with regular people. No one has flawless skin I think; everyone has some sort of occasional problem even. Yeah sorry, I don't know how to follow on from that. **No that's okay.**

Do you agree with the standards of beauty that they are portraying? 50/50. Like I do, because there are people who are this fair skinned and who have really nice, beautiful skin and hair. Then again, 50% not because not everyone is like this. I don't look like this. Um, people, Indian women with darker skin can't relate to this, like they're influenced in a way that they should think that being fair is equal to being beautiful because of these models, maybe that's a bit harsh, I don't know but yeah.

So, you've said that um you've purchased these products in the past, by looking at these ads, do you think that it is something you would purchase now?

Yeah, I can see myself using like my moisturiser.

Mhmm, and how do you think the ad is intended to make you feel?

Um, yeah like I've said before, its meant to influence the person who is looking at it and make them feel that they will be more beautiful by using these products.

Yeah, and would your actions change if the ad were to include models with different hair tones?

Erm, yeah, I can't relate, like yeah, well I can, but it's just a bit more difficult it's like well that's not really me. I think that them being Indian women as well makes it easier for me to relate so yeah.

Yup, so how would you react if they had different skin tones?

Different skin tones? **Yeah.** You did ask about different hair tones before? **Yeah.** Okay, just making sure I'm not confused. Erm, different skin tones. Well personally, I don't want to look at this ad. I'm sorry but the hair just seems so fake, I don't really want to talk about it. But different skin tones... I feel like it would reach out to more women.

Yeah, um are there any messages in these ads that you think should be in it but are not?

Ummm... Can I just pass that question? I'm not prepared enough to answer it. I don't want to give a half-flaked opinion. **Yeah sure**

So, and, what do you think these pictures say about the people who choose to purchase these products?

Doesn't that relate to the question that you asked before about who would purchase it? **Yeah, so, what do you think, what processes do you think are going through these people who then purchase these products?** Like what steps they would take to purchase it? **Mhmm yeah.** Um, again it depends on the person looking at it, like if it were me, because I've grown up in the city always, so I'm apart of the urban population in India. Um, the first thing I would do is look up on the internet and read reviews and see if what they claim is true or not before I go ahead with the product.

Um, so because you've lived in both India and New Zealand what do you think you've expressed is commonly felt among Indian immigrants?

I feel like it's a fairly common opinion. **Mhmm yeah.** Oh, expressed as in what view of mine? **Um, so the beauty standards yeah.** Oh okay.

Definitely, would someone from New Zealand, say a New Zealand European say the same thing in these ads as what you've seen?

I can't speak for them, but I think so.

Okay, um, what so, in your opinion do you think that some things are interpreted- the messages would be interpreted differently between a New Zealand European and an Indian when they look at these ads?

Can you just repeat that please? Sorry.

That's okay, so, if a New Zealand European and an Indian were to see these ads, do you think they would interpret the messages in this differently?

Yeah surely. **How do you think, what do you think would be some of the differences?** Well when an Indian looks at it the first thing they see are the models, because they know them. **mhmm** Um, I'm not sure if any New Zealanders would know the models, **mhmm.** I feel like the Indians would also look at the ingredients going into the products like I really don't know if I should speak for the whole population, but at least for me, **mhmm,** I look at what goes in because I am very big on going natural, **mhmm,** I look to see if they're natural products or not and that's the first thing I saw was the olives, and then the fruits umm, again that might change when a New Zealander looks at it, like they might see the colours? Like I'm really guessing, I have no idea. **Mhmm yeah**

That's fine, so I'm going to show you two more adds now mhmm Um, same beauty products, different ads, sorry same products, such as moisturiser and hair dye. Um, oh, Um, yeah so obviously they're differences in these ads. What are some of your first thoughts that come into mind?

Completely different hair colour, um, different skin tones as well, **mhmm,** different skin tones um, I don't know if this is make-up or tanning or what but I'm guessing they're from different ethnicities as well. Um, yeah I feel like, well now that I compare all four ads; I feel like the Indian ads have women who are almost the same skin tone like they almost I feel like there's just more lighting, but they look almost the same skin tone, **mhmm,** whereas you can tell that these are two people with two different skin tones. **Yeah. Yeah.**

Um, so which of these ads, you've expressed you don't already use hair products, but which of these ads would appeal to you more for hair products?

Hair products? Um, well, this one. **Yeah**. I'm kind of contradicting myself here but anyway because we're comparing two different ads um, I think this one because I can relate to it more. Like, I have dark hair and I know that I won't change that so.

Yeah, um how do you feel about the ad you didn't select. What about that doesn't appeal to you?

Um, the hair colour really, I'm not a blonde person personally so, **Yeah, yeah**

And which of these ads appeal to you for the face products?

This one, **Mhmm** I feel like I'm really contradicting myself but; I say this one because of the image they've used like here they just show a woman with a very even skin tone than just the product, but I don't know what's in it. For all I know it could just be a tube of harmful chemicals, um, this could be the same but at least through the advertising they're showing the fruits and it's more colourful.

Yeah, yeah, okay

Um, so which of these ads includes a model that best represents your definition of beautiful – so that's across all four ads

Which one is the best? **Yup, that represents your definition of beautiful**. Um, I say this one- oh are we talking about the model or the ad? **The model**. Yeah, **yeah**. Um no actually, just one second. **Its okay, take your time**. I can't pick one, I can pick two. I'd say er these two, **yep**, um I choose this one because she looks more natural, well sort of anyway. Um, but when I look at her lips, her lips just look like they've been worked on for so long, like she's wearing a lot of lip product I guess, I don't know. I have no idea. Um, but then I would also choose this one. I actually don't know; um I would also choose this one because she kinda looks more looks more natural? I feel like my answers have been so very, in the last half hour, umm... I need to give you one answer, don't I? So, this model here. **Okay, so what is it specifically that you associate beauty with her?** Um, she's young, she's young um she... ah well I don't know, I choose this one because she looks more happy then she does! So, I don't know if we're talking about inner beauty or if we're just going by physical. **Mhmm**. Appearance. **So, if we were talking about inner beauty-** inner beauty definitely her – **and physical appearance?** Definitely her. **Because?** Inner beauty for her because her eyes, she just looks happy she looks like she knows she's happy she's where she wants to be. Physical appearance her because she is... I don't really know; I don't like the lip products on this model here. **Yeah**.

Um, so the actual characteristics of these two models are very different, the skin tones vary, eye shape, face shape everything is very varied within these two, um so if we're looking at the physical characteristics of this model here, what about her appeals to you?

Um, I would say her face shape, her face shape and her um, her eyes, **yeah, perfect**.

Um so, which of these ads includes a model that you least associate with beauty?

Um, probably her. **Yeah, and what specifically about this**. This model? Um she kinda looks evil. **Yeah**, and evil is a negative emotion and I personally don't equate these emotions to beauty. **And so if she were to be smiling, would that-** I wouldn't say she's not smiling, as she is, but it's more like an

evil sly smile. I think its more the eye make-up that she has. **Yep. It's quite um dark, dark. Yeah, um how do you feel about the specific hair tone on her?** I feel like it suits her. **Have you noticed on the ad there is another model on the box?** Mhmm. **Um how do you feel about the two contrasting models?** I feel like the company's trying to tell that they are diverse. **Mhmm yeah,** that they cater to every woman out there. **And who do you think it suits best?** Who as in what age group? Or out of these two? **Yeah.** Um, I think it says both of them, but I would say the model on the box. **Yup.**

So, um, if we discuss one element of beauty that is quite varied in New Zealand and India, and that would be skin tone, as India is quite well known for having skin indorsing products, skin lightening, skin bleaching and various other skin altering products um, whereas New Zealand also has those products but on a different spectrum which is tanning, so um, so self-tanning products, tanning booths, spray tanning and all that. So how do you feel about these two differences?

I feel like they're all kind of the same in a way that, the women who want to use those products, the people who want to use those products, they want to change themselves, **mhmm;** I feel like, again it just comes back to my personal beliefs, I don't think one should change them self to feel beautiful. I feel like beauty products should be something to enhance your beauty to, um, not to complete you, but to compliment you. **Yeah.**

Um, and if we were to imagine a typical New Zealand European woman, if we were to describe her as the same woman you described earlier on the beach, um, would, it would be interesting to assume that she would want to do self-tanning because that is the culture that has created in New Zealand. How do you think she would feel if she were put in the Indian culture and their perceptions of skin tone?

I feel like she would be more accepting of herself because the way that she is naturally is what Indian beauty companies are trying to put out there. **Yep, no, and how would an Indian with a more deeper complexion feel if they were to come to New Zealand?** Um, I don't think it would be the same thing, it's not the same. **What would be different?** Depends on- well because when you say Indian woman there are so many variations of skin tones, so are you talking about someone who- **The deeper complexion-** the deeper complexion? **Yeah.** Um I say it would be different because it doesn't conform to the ideal beauty standards in either, in both countries. **Mhmm yeah, yeah. And how about the lady with the fairer complexion who would come to New Zealand?** I feel like she would be accepted here, I feel like it would be the same situation if a New Zealand woman went to India because the fairer olive type of skin tone that Indian woman have is what New Zealand women are trying to attain through tanning. That kind of skin colour. **Mhmm**

And what are your opinions on the differing perceptions on what skin tone should be – what do you think is – what do you feel about it?

I feel like honestly, okay, breaking it off into two parts. First, New Zealand women who are tanning, or use tanning products, I don't understand why they do that. I feel like skin colour or skin tone is because of where you're born, **mhmm,** its very simple, it's just scientific fact, its where you're born and its because of the melanin you have in you, you are that colour for a reason and I think you should just embrace it, I don't think there's any reason to change, to tan if you're a new Zealand women or to use skin whitening products if you're an Indian women, like that's who you are, **yeah,** that's how you're born, **mhmm.** Um, but again coming back to again my personal experience with

dark skin and being bullied for that. I had that skin because I was exposed to sun, I wasn't just tanned, I was sunburnt, **yeah**, so that's completely different. Like, I feel like women should embrace the way that they are and just take care of their skin, just the way it came you know? **Mhmm**. I don't think. Well that's just me like I'm just against the whole idea of changing one-self and it's not just skin or hair its something like braces, **mhmm yeah**, can I talk about this? Is this alright? **Yeah of course you can**. Okay, like braces, when I was around 12 or 13 a lot of people would tell my parents to get me braces. I feel like, they'd say just make lahari get braces because I have very crocked teeth on my upper, on my lower jaw. Is that what it's called? I don't know. Um, but my parents did it because they thought that um, well they asked me and I said no because I don't like the idea of braces and they went ahead with it; and when I got a bit older I asked "why did you not let me get braces?" its, anyway, and they told me that they believed that braces would, if things didn't go right, it would kinda deform the face and I said "fair enough". That wasn't the sole reason they didn't let me get braces, it was on my choice and also because with or without braces it wasn't um, hindering my growth or anything, like I could still turn out completely fine, I just have crocked teeth. **Mhmm**. So, if you think about it's a flaw in the defined beauty standards but it's not something that's stopping me from every-day life, it's not a medical condition. **Yeah**. So um, I got so carried away, what was I talking about sorry? **Um, we were talking about - braces – how you feel about the...** Yeah, yeah, so about that, like if it's a medical con- I just went off for so long I'm sorry – if it's like a medical condition or if it's stopping someone from being healthy I think then changing ones self makes sense but um just because oh yeah, it doesn't make sense to me why people tan or why people use yeah, **yeah**, whitening products, skin lightening products yeah. **Mhmm**.

Um, so you've talking about like the um, medical side of things, like you need to do it medically, for example braces, some people need to otherwise it causes pain - Yeah, yeah that makes sense yeah- How do you feel about um, mental health. Some people have really low self esteems because of the standards of beauty that have been set, mhmm, in which case they feel like they should change themselves, how, what do your opinions make-

I feel like media has a big role in that, it spots portrait out there that people consume, um, If none of this existed in an imaginary world, I don't think people would be having such problems in their minds, um trying to change themselves, trying to be someone else for someone else, like if, they're just forgetting the whole idea of beauty, oh well in my definition at least. **Yep**.

In um, when you were talking about your experiences, so what influenced you most was what other people were saying and what, were thinking um, so there wasn't much reference to New Zealand media. No. Having that have an influence on you-

No, I think not. All my teenage years were in India, **mhmm**, so when I was in New Zealand, it was during my primary school years and when I think of beauty, I think, I was too young, like I couldn't relate. **Yeah, yeah. And what about now? You've been living here for so long with New Zealand media, how does that influence you-**

I feel like its changed a lot, I feel like a lot of people are embracing the natural side of things, **Mhmm**, but there are a few make up bloggers and beauty bloggers that I follow on social media, um they support tanning, like they do spray tans and all that sort of stuff and I can't relate to that, like when I look at their posts or anything, I just think "Why are they doing this in the first place?". **Yeah**. Like they're beautiful the way they are- **Yeah**- Like other people would want to be them, why are they

doing this- **Yeah**- um, but now that I think about it more, well if doing that makes them happy, well fine its not causing harm, so why not. **Yeah**

And when we- so you're saying that your definitions of beauty have changed over- yeah definitely- time but what do you think is the main cause of that? Is it moving from a different place or is it um, just time and technology, being exposed or-

Time and technology definitely, and moving from a different place, **mhmm**, um because when I compare, not that I have but if I were to compare like lifestyle bloggers in India and then lifestyle bloggers in New Zealand, I'm using these examples because they're most relatable, much more relatable than celebrities, um I'd say that Indian bloggers kind of focus more on outfits and their make-up is such that they change the skin colour again um, if they're all really dark skin, like they all use more products that bring out a lighter tone, whereas New Zealanders are kind of the opposite, like again if they had very, very fair skin they use products that give them a more darker look-

Mhmm- Yeah- Yeah and um- Just one more thing on that sorry; New Zealand bloggers also, well more recently, um what I've heard is they focus, well they talk at least every once in a while, they talk about mental health issues about self-care, about well-being. I hardly see that in Indian bloggers maybe once in a while, but not as much as New Zealand bloggers do. **Yep, and does that, how do you feel about that?** I feel like Indian bloggers should really, like it's in there. Like they have um, a lot of influence on the youngsters over there, **Mhmm**, and for college going students etc students, or just young people, they need to hear that sort of stuff I think; there's a lot of pressure in that society over there to do well, to excel and that sort of stuff. **Yeah.**

When you were in India, you were there for a long time, you were exposed to their values and customs and all that- That was the sole reason we moved back yeah, yeah- um, how did that transfer when you came back to New Zealand? Is that something you still hold truly to you? Yeah- and its-

Like um, I can't think of the right example, but yeah like I'm definitely still holding on to those principles, that I learnt while I was there- **mhmm**- Um, but some things have changed like, I guess, I don't know if this is because of my exposure because I've grown older but um, the way I've looked at beauty for example, has changed, or um- **Changed from what you're traditional principles taught you? Or what you perceived them to teach you?** Change from what I used to think when I first moved when I was in India when I was young, but honestly I it could just be over time, because I'm much more older now, I'm not 12 so yeah that could also be a reason.

Yep, and um would you say that those principles that you had, had an influence on your perception of beauty?

Yeah, yeah definitely. Um, not just beauty but even health, like I erm, like I said I'm very big on being natural and that's something that my mother has taught me. **Yeah.** Um and that's something that my grandma taught my mum. It just runs in my family, like we are as natural as it can be and um; not just beauty but even health we only use medicine if we have to if it is an emergency. **Yep, yep.**

Cool, so overall, you'd say the most important thing to you in terms of standards of beauty is being natural?

Yep, yep, being natural. Being natural and being accepting of who you are, being able to accept ones self. **And how do you feel about, not changing but enhancing that naturalness?** Um, how do I feel about it? Like I would do things? **Yeah, how do you feel about it for other people and how do you feel about it for yourself as well?** I feel like, ah, I don't know how to answer that, what do you mean how do I feel about that, sorry? **Like, how do you, would you use products to enhance your beauty? Or would you-** Yeah, yeah, all I- for my everyday routine for example, I just use moisturiser and I use talcum powder because I have oily skin, because I want to at least stay fresh for an hour or two when I'm out so I use powder because I have oily skin, do you see how that kind of relates? **Yeah, but, yeah, so you're saying its not going to change anything its just enhancing-** Yeah, yeah- **And in your opinion that's okay? That's good, that's acceptable?** Yeah, yeah. **Great!**

And where do you draw the line where something is acceptable and something that is not?

Um, it might seem very odd but even something like contouring, like just make up, I don't understand that. I don't understand the need for that, um but if people do that to be happy that's fine, but I don't ever do that, I don't see myself doing that. I don't understand the concept of changing ones face shape to be beautiful, like its just the way you are, you're beautiful the way you are. Like if you have bad skin, then be healthy, drink water, be natural is what I'd say. If you, if you, if you feel- again it comes back to body image as well. If you feel like you're overweight, if you feel that way then do some exercise you know? Get up and move a bit- **Yeah-** but be healthy is what I say. Again, it comes back to what I was saying, be natural and be healthy, I don't think- **So the main purpose for change should be, in your opinion, what, the motivations for changes should be?** To stay healthy, I guess yeah. **Yeah and when we speak of contouring, contouring is essentially to enhance the cheek bones-** To be honest I have no idea, I've just thrown those words out there and I don't know what they mean- **Contouring is where you darken certain areas so your cheekbones pop, what this is essentially doing is creating a particular face shape.** Okay so, I was kind of, right? **Yeah, so do you think there are particular face shapes that society has created as the ideal?** Yeah definitely, I feel like the shapes, heart shaped faces yeah. **Mhmm, and what else do you believe that society has created that this is the ideal beauty, this is the standard.** Um being, erm, being a certain weight definitely. Um, again, I'm very 50/50 on the weight topic as well; because as much as it's a good thing in social media these days, that one should embrace themselves the way they are, they should be content etc. I feel like the whole point of health is being overlooked on. Like yes, it's a good thing to be happy, that's what I'm all about anyway, um but if you're overweight and you're not healthy you shouldn't really be embracing that, you know? As long as you're healthy, as long as your BMI is fine, if you're the weight you should be for your height then who cares, but um, if you're not healthy, then I just yeah. That's just being a bit too much these days. **Yeah.**

Um yeah, so weight is definitely another thing society has put a standard on and do you think standards are pretty similar between India and New Zealand?

I feel, well they're almost the same- **mhmm, and if we look at other physical characteristics-** Ahh, no, no actually, change that. New Zealanders are very big on sport, they're very big on sport, so I think the ideal New Zealand weight would be someone who is fit and athletic, um whereas in India it would be someone who is very skinny, slim. **Yeah, um, so if we point, if I were to say other physical characteristics, like name some, and you would just, if you could just say if they would be similar standards between India and New Zealand, so um, eyebrows- would you say there are some-** I'm

just going to name some, Yeah, so I just have to say if they're the same or not? **If you feel like they'd be different.** Okay. I feel like they're the same. **Yeah, um, how about body hair?** Different. From what I've seen. **Yeah and how so? Different in which ways?** Um I feel like most New Zealanders don't really care about body hair or at least hair on the arms, whereas Indians, because of our genes we feel very conscious about it and we are, we just try to get rid of it. **Um, complexion as in skin clarity?** Do freckles count? **Um, if you want them to yeah.** I feel they're different then. **Yeah um, how so do you think?** Indians, um, are almost the same, I guess? Freckles are more common in New Zealand than they are in India. **Um, and how about scars and stretch marks and pigmentation and that kind of thing?** I think it's different, I think in India is kinda more common. **Yeah. So, its seen as a negative thing in India? Yeah- Whereas New Zealand is more accepting?** Yeah, definitely more accepting yeah. **Okay, and are there any other big difference in beauty you identify between the two countries?** Not that I can think of. **Yeah, we're pretty much covered them. And do you have any last comments on what you, you've said you've had a lot of focus on the natural side of beauty and the health side of beauty, are there any other comments that you have about any changes that have-** I think I've covered it yeah. **Perfect, thank you so much for your time-** No worries- **It's been really, really great to have a chance-** my answers were kind of all over the place though- **No, no there's no right or wrong answers.** I feel like if I was given more time, I could give more structured answers but that's alright. **Yeah, I mean-** I covered what I wanted to say anyway. **Okay perfect, thank you.**

End of interview.

Interview Transcript 3

Okay, so um, my first question to you is just, what is beauty to you?

Mmm, I think beauty is in and out or both. For me its inner beauty, if you're not confident you're not beauty enough- you're not beautiful enough for me. **Yeah.** So, like, I think make-up on and off is okay but ah, not very loud make-up, I don't like the loud make-up so; it depends like if you're going to a marriage party then make-up is okay, if you're going to an office then like make-up is okay. As per the, you know. **Yeah, so um would you say that make-up is something that you've used in terms of confidence, do you think it's a confidence booster or its-** Mmm, for me it's okay, because anywhere I am very confident. So, I don't put make-up very often, so like I am, what I am at the moment. I just put make-up on when I go to a big event like a stage show or if you go to a wedding, then only I just put the make-up on. If I'm going to some interviews then light make-up is okay, just to make you more presentable. For me its more a presentable thing rather than a confidence thing. **Ah okay.** I hear so many people put make-up on for the confidence as well. For me its just the- **Just the presentation thing yeah-** Just the presentation thing yeah – **Just like if you were to wear nice clothes to an event-** Yes, just a mix and match, like if you're putting jeans or putting jandals, something like that then you're not, its just like, just ah, just a presentation thing rather than; But I heard people have a confidence problem, so they put some make-up on to look better. So, I think one is beautiful enough to present him/herself so for me its okay. **Yeah.**

Ans so, what do you think when you hear the term beautiful woman? What comes to your mind?

Mmm, I think beautiful woman is someone who is very confident and very self-esteemed, um, she knows her rights, what's going on, presentation is good, sometimes its okay but for me mmm... **Yeah, um and would you be able to describe what you think of as non-beautiful?** I think every woman is beautiful, for me everyone is beautiful. **Yeah.** I don't feel like everywhere is ugly or not it doesn't- because you cannot choose your skin colour right, you cannot choose your hair. This all genetics, so someone is taller and fairer then shade definitely looks attractive but that doesn't mean that, I don't think so, I think everyone is beautiful. **Yep, in different ways-** in different ways yup. Someone speaks very well, someone reads very well um, someone can do house decorations very well, someone can cook very well. I think everyone is beautiful as per her qualities I think, everyone is beautiful. **Yep so, it's more than just what you see, its much more.** Yeah of course.

So, if we add the word 'Indian', what do you think of when you hear the term 'beautiful Indian woman'? What comes to your mind?

Mmm, someone with brown skin and big eyes and very sharp features and nice hairs- sometimes nice hair- yeah... **Yeah, what kind of hair colour and hair type?** We all have black hair so yeah. **Yeah, and when you think of beautiful Indian woman, do you think of tall or short or both?** I think both yeah. **Yeah.** Both yeah. Not someone who is very tall like more than 6ft she like, she look like a light post, but I think everyone is beautiful but yes; Indian women are not very tall, we are just medium like 5ft, 5ft6 not very tall, we are not very tall generation, so I think its okay.

And what if we add in the word New Zealand or kiwi, what comes to your mind when you think of 'beautiful New Zealand woman'?

Someone who is white and blonde and tall. A few of them are very nice muscular and sporty bodies which we don't have, um, someone who is like that yeah. **Yeah. And, if we were to describe the clothing that they would wear? The two difference between the Indian clothing and-** I think the

kiwis wear more black, they love to wear black and um, Indians like to wear more of the colourful dresses, and we have different attires to wear as well so that's a basic difference.

What do you think are some things that have formed your opinions of beauty over time? So, what kind of things have influenced you into forming that opinion of beauty?

I think that time and experience and meeting different people you just, when you're, I'm in my mid 30's now, so when you're very young, in your teens, you definitely think the models are definitely beautiful and when you become 20 years and older you think the Elder women can be beautiful as well. By my age and experience and the way I look the world at this time, I think it's changed over a period of time like I'm more focused on what people's qualities are rather than just the outer beauty and have no brain. So, beauty with a brain is always a good combination.

Mhmm, so you think a little bit of intelligence or intellect actually helps someone look more beautiful? Yes, that's how you can say you speak well and you present yourself well, even if you are not, if you're putting a very normal clothing but you're speaking very well and you present yourself very well, you're intellectually, you know how to do social things and all, you present yourself better rather than someone putting on some nice clothes and shoes and having a weekend brain so it doesn't work. **Yeah.**

So, if we think about when you spoke about confidence earlier and presentation, do you think that those two things differ between New Zealand and India?

Umm, again depends; if you're going for a job interview I think they both dress these days almost the same because in India we also have the corporate culture and also we all wear the skirts and everything and the blazers and everything so it's kind of all the same but again we have different festivals and all so we feel differently. So, so that's a basic difference.

Mhmm, and what about standards of beauty? What kind of things do you think are different between the two countries?

Standard of beauty? Um... I think here, I think kiwis are more casual like you know, if, I don't think they are very uh, in India people are more judgemental about what you're wearing, what you're putting, what your make-up is, how your clothing is, how your presenting yourself, people are more judgemental of that than here. I feel more comfortable here, I can wear anything. I can go to malls and no one is looking at me, what I'm doing, is it looking okay or not. I'm not very worried about it. Here it's more casual and people are more accepted, like they accept it very easily. **Yeah.** I think that's a basic difference.

And have your practices changed since you've come to New Zealand? Like you said, you feel more comfortable now at the mall.

Mmm, I think that only since beginning, like people used to say they had my back but I, never bothers me as it did. That's what I am, it never changes much. I don't think- ah just added more woollen clothes, that's the change. I was putting jeans there also, here also, kinda the same. But yes. The festivals are bigger, so you've purchased more Indian clothes and more jewelleryes compared to here, so I think that's the basic change. **Mhmm, yeah.**

So, have your ideas of beauty changed over time?

No. It changes as per my age, rather than coming in a different country. Like I think I'm more open for a, I'm more open for any kind of... I'm also become very casual, I'm not judgemental. I used to be a bit of judgemental but not now at all, if someone is wearing whatever he or she likes it doesn't- I

think I'm more open now. I think that changes. **Yeah. But your idea of beauty what you perceive to be beauty that hasn't really changed?** No. **Yeah, at this time.** No.

Okay, so I'm just going to show you a few ads now, and you, and just a few questions just about these two ads, and then I'll show you other ads after that. So, we've got a hair dye and a face moisturiser here. Can you describe the ads to me?

Mmm, what do you want to know? **So, what's the first thing you notice when you see this ad?** The bright colours. **Yeah.** And she's a known Bollywood actress, so people will be more keen to buy this. Mmmm, I'm not sure about this model, mmm, because they are both showing the products that they have used olives and some avocados and something like peaches so... **So why do you think these models were chosen for the ad?** Because she is very popular, that's why they've chosen her, I'm not sure about her. Who is she? Because like we always prefer to choose a fresh face all time, like the new products. **Mhmm,** that's like when you apply this you will look more fresher. **Yep.** More fresher and glowing and because she's applying that's why you're more keen to buy this.

Yeah, so would you be able to describe for me the type of people this ad would be directed at- or these ads would be directed at?

Mmm, it's hard to say because; of course, this is more eye catching because of the eye bright colour and the pretty hair umm, I think this is for anyone who is having grey hairs or for anyone for winters or other stuff. **Yep, okay.**

Do you think that the people in these ads represent the people who would be buying it?

Could be. It's their perception; people could be buying it thinking 'I might look like her if I apply this hair colour on my hair. And I look more fresh, like this model could be.' **Yeah. Yeah.**

Do you think people would use these products?

Yeah, they use this Garnier and Lakme bottle, because Lakme is very popular in India, so they use the Lakme very often, so I think Garnier started this hair colour concepts in India so... **Ah okay yep.**

What do you think the ad is asking or telling people to do?

Just, no mess no craze. Just beautiful colour. **Just beautiful colour yeah.** You don't have to work hard to be beautiful, so we supply it and you'll get nice black, brown hair kind of things yeah... **Do you think that there are people that are missing from these ads? Groups of people? That aren't represented or aren't in there?** Mmmm... I think, low, low social economic people they might skip the moisturising thing because to them moisturising is not very popular. If you don't moisturise, you are going to feel- no one else is going to look at you like "oh ah I know you're not been moisturise" nobody is going to tell you that. If I have grey hair everyone is going to tell me "hey look you have grey hairs. I think that's a basic difference. So, everyone wants to colour his or her hair but moisturiser I think is an essential part but again I think if someone is not noting this thing very precisely then it's okay.

Um, so when you look at these ads, what's the first thing you see? The colours you said.

Yes, this has got a brighter colour. **Do the models catch your eye next?** Yeah, yeah, she catches more. **Yeah.** Yeah because she was, she was a Bollywood actress. **Yeah.** She belonged to a very strong Bollywood influence family; so everybody would like, especially the low social economic people they have, you know, they know the face even if they don't, they cannot read or write they know the face- oh she's applying, so I will apply as well. It's that kind of thing. **Yeah.**

Do you notice the model on the box?

No. I've noticed her, but I don't know her. **Yep. So, who the main model is, definitely catches your eye more? Yep.**

Um, what standards of beauty do you think are reflected in these ads?

Mmm... What do you mean by that? **So, when you look at this ad what do you think they're trying to say about beauty?** Oh, if you try this hair colour then you will get this like, beautiful hair like her. **Yup, and do you think that's beautiful hair?** This is quite beautiful hair in India. **Yeah.** Mhmm, this is not true though. This is not true, this is just a representation of- I look at her and they'll say that she's applying moisturiser and that she'll look like this, but she has already put a lot of make-up on her face, yeah so... **Yeah, and so, when you say that, when you put on this you will have beautiful hair like this because that's a standard that they're trying to represent-** yeah because people think that if I put this kind of hair colour I'll look like her, like a Bollywood star, kind of thing. **Mhmm, so do you think celebrities set standards of beauties?** Yes of course they do. Yup, they do. And because India has lots of influence from Bollywood, everyone wants to copy the Bollywood stars, it's a big impact. **Yeah.**

And what about in this one, what do you think this is trying to say? That if you have clear skin, then you're beautiful?

Mmmm, you will get fairer skin, people like for fair complexion nowadays and I would say a twelve-hour moisturiser won't be difficult- winter is coming where people wanted to do moisture. **Yeah.** **Mhmm...** And they're showing some natural ingredients which is fake, again so... **Yeah... So, when you look at these ads do you think 'unreal, unreal expectations'**

Yeah definitely, definitely, for me it's just, how to talk it... I'm not very keen on, I just work, I buy just my personal body works that just suits me, I just buy those. **Yeah.** If it doesn't suit me then I don't buy them. **Yeah, so you wouldn't look at an ad and be like 'it works for this model so I'm going to try it'.** No, no. **It's more the product-** Yes definitely, everyone has a different skin and different hairs, I don't want to become a Bollywood star, but could be, but not by just applying hair colour. I'm not going to become a Bollywood star anyway so... **Yeah, the geographical region comes into par**

So, do you agree with the standards of beauty that they're setting?

No. **And why not?** I don't know, because this is fake! This is not real. Of course, she is not applying this Garnier, of course she's not! She must be going somewhere in L.A or going somewhere to put in all the colours. All this is fake. She must be putting lots and lots of layers of make-up then she's looking like that so, and she might not be Indian as well- who knows! So, no. Big no, no for me. **Mhmm.**

Would your actions change if you feel differently if the model had a different skin tone or hair colour?

For me, the approach would be the same. If it doesn't suit me, I'm not going to try it so. So no, I'm not influenced by any of the celebrities or any of the colours or anything. **Mmm, just strictly how good the product is?** Yes, how good the product is, if it's organic, even if it is expensive but the product is good for my skin, I'll put that, but if it's not I won't go for that. **Okay yeah.**

Um, are there any messages in this ad that you think aren't being sent? So, like you said, some messages in this ad aren't sending that if you put on this hair colour you will look beautiful like

this Bollywood actress. Do you think that there are some things in here that this ad is not saying? But it should say.

Mmm, the harmful effects of hair colour, you could lose your hair. Lots of hair loss and you need to apply again and again and all this stuff who knows. **Yeah.** So, they should tell. You'll always say that this moisturiser will last for 12 hours but I don't think any moisturiser will last for 12 hours. I don't think so. **Yeah.** So, then they'll write a look, they'll written something in very, in a very tiny font. It should be bigger. Like they try to, like they're telling both at the same time so. They should write it down more clearly so people can read it, but they won't do that. **Yeah, no they won't.**

So when you're thinking about the type of people who will buy these products, what do you think is going through their head? Why do you think people buy these products?

Mmm, just because they might be someone's favourite heroin as a she or someone um, or the teenage girls who don't understand and say, 'oh if I put this colour on, I'll look like her'. **Mhmm.** 'can get chance in Bollywood' or blah blah blah. A few people will think 'oh its called natural colour like some natural ingredient in this so it might be good for me' and all those stuffs and for her again, the winters in India at the moment, so they must be thinking it'll be okay for my dry skin, I'll look more fresh or something. **Mhmm yeah.**

Okay, do you think this is something that is commonly felt among Indian immigrants, so your perception of these ads. Do you think its quite commonly what Indian immigrants think?

Mmm, yeah, might be. **Yeah. Yeah. And what would someone from New Zealand, a New Zealand European, would they see the same things in this ad as you?**

No because they would hardly know her. **Yeah.** So, they would read into something or... For them, both the ads are the same because they don't know her. So, that's fair for them both of them have got the same weightage, but for the Indian its got the more weightage.

And um, what do you think the messages would be interpreted differently? Is it because one of them they don't recognise- Yeah- Yeah. Do you think they look at this, you said some younger people in India they look at it and think 'oh I want to look like her, more beautiful like her?' Do you think a New Zealander would also think 'I want to look beautiful like her'?

Mmm, might be. She's beautiful. **Yeah.** So, if someone got; I've seen people, they want to colour blonde hair from black like no. Black hair from blonde, so they want some. She doesn't have the black hair; she's got some chocolatey brown tinge. So, yeah. Might be. **Do you think um-** And it's cheap as well, the supermarkets are cheap rather than salons. **Yeah that's true. And do you think that- let's say with her, they would also, when they look at these ads, they would just see a beautiful girl because that's the standard that these girls have set?** Yeah. **Yeah.** Yeah, she is beautiful. If you don't know her, she is still beautiful for you. Like, so, yeah. **And what about this model here?** She's also beautiful yeah. I feel moisturiser, if you get the lackme hair or not I'm not sure, but yes.

Um, so I'm just going to show you a couple more ads and then just ask you some questions about these ones too. So um, what're the main things that you see in this ad? What's the first thing that comes to your mind?

I know they are both from Hollywood. That's what I know. I don't know their names. This could be a good influence. **And um, there's two products here, two hair ones here, this one and this one. Which one of these ads appeal more to you for hair products?**

This one and that one? This and this? **Yeah, so between these two, which one appeals to you more?** Okay... It depends. What you want to do now. I finally want to look blonde I'll go with this or if I want to keep it simple, I'll go with this. Depends upon someone's mood as well, I think.

Yeah, and what about these face products? Which one is more appealing to you?

Mmm, it's a very difficult question for me because I don't look at the way you should look. That's something problem with me. Mmm... I think both are quite good. But she's got, they've put more, bigger picture for this one. **Like the upper chest area yeah.** Yeah, so- **So you can see more of her that's more appealing.** Yeah, kind of. She is happy, she is smiling. She's sexy. She's more happy. **And that's more appealing to you?** Yeah.

If you were to pick from all four of these ads, which model would best represent your idea of beauty? Or your definition of beauty?

Oh, that's very difficult. That's very difficult to say. I think she. **Yeah, and why's that?** Because she's not very teenager. She's not very teenager, she's kind of near to my age, which I'm sure not. She must be much elder than me. Uhh, yeah, because she is smiling and like her make-up is quite nude, it's not very loud. So, it looks very near to natural, which again is very fake. **Mhmm. Yeah, and how do you feel about her hair colour and hair type?** Mmmm, I can hardly see her hairs actually, a bit of hair. Mmm, okay. **Yeah, and what about her skin tone?** Mmm, she looks like brown, but I don't think that she's brown no. Someone put a tan or something, I don't know. **Mhmm.** They put lots of different make-ups and they look very different. So, it's very hard.

And which of these ads- all four- would you not associate with beauty? Or wouldn't define beautiful- or least

I think everyone is. Everyone is putting make-up, and everyone is putting lots of different stuffs, so I think everyone is okay. It's not bad or good in that, like if you're in a party mood then definitely like her because she is very hot and you know, you wanted to go off and you'll see her photograph and say 'oh she looks very nice' if you want to have daily wear then she looks very nice so, so on. then so on. **Yeah.**

Great, so I'm going to move on from these ads and talk to you a bit about; so, in India um specifically middle east Asian countries there is a whole perception around skin tone and what is the ideal skin tone um or what is sort of-

I think they want the fair skin, they just like the fair skin. I don't know why, but I like the brown skin just like your skin. **Yeah.** But I don't know why they are just after white- she is very fair as well; her entire family is very fair as well. Look, she is also representing the fairer skin rather than a brownish dusky look. **Mhmm, so do you think that is what the majority of people in India consider beautiful in terms of skin tone?** They do yeah. **Yeah, and how do you think that is in New Zealand?** I don't know because few kiwis they're racist and a few kiwis are not, they love the brown skin so it's depending person to person here. **Yeah. Because there's the culture of tanning in New Zealand, which isn't really common in India.** No, we don't need tanning. We are already tanned. **Yeah exactly, so how do you feel about tanning?**

I think they like the brown skin because my friends like my skin because I am brown, so I think they like brown skin, but a few people they don't like brown people because of their own different beliefs. **But do you believe that that's more the cultural side and the people side as apposed to the actual physical appearance?** Yeah. **Yeah. Yeah. How do you feel about the use of skin bleaching, skin lightening products that are for sale, fair and lovely to name one, that is for sale.** Hopeless. It's

just a hopeless thing like you should really can't change it. Like I heard even the Bollywood actresses, I'm not sure if you've heard about Kajol she used to be very dark skinned and then they did something with her skin and now she looks much fairer. So that's why people, even the Bollywood industry they tried to be fairer rather than dusky. **Even Priyanka Chopra there was a lot of speculation that she got some form of skin lightening, not as much as she is still, still brown yeah. Yeah. But a certain element of it.** Yeah definitely, if you see her Miss World announced and then you see her now after her wedding, you'll see a lot of lot of differences in her skin tone. **Yeah, so she was, and she is a darker skinned person, she is quite dusky and dark, how do you- and then you said she was Miss World when she was quite young, how do you think that would've been received? Because previously people who have won from India, Aishwariya Rai, Sushmita sen are fairer.**

Sushmita Is very dusky **Oh okay**, Then [other miss world winner name] she was miss universe 2000 she was also very dusky, um the same year but the Priyanka Chorpa, I think they are very behind the concept of dusk, they love models are dusky, but when come to the Bollywood thing or in the bigger picture they would prefer fairer skin even if someone going to get married so they will write it down very clearly 'I have been slim and fair' fair skinned bride, so, I think our generation and the older generation the concepts are a bit different, that's fitting, but different than our previous generation. Things are changing. **Because of time?** Because of time, because most of us are, like specially people are becoming more pro, they can see that brown skin is not a bad standard of beauty, it's a good standard of beauty because you are beautiful anyway so, I think it's better day by day and day by day but still, I would say people prefer the fairer skin. **Yeah, yeah.**

How you've described you don't have a preference for beauty, you find everyone is beautiful in their own way in different ways, but have you got any experiences where someone's, or anyone's; have you had any experiences around beauty in India and different ones in New Zealand?

For myself? **Yeah, for example do you feel more comfortable with darker skin in New Zealand than you did in India or?** For me it was okay all the time. Umm, but yes, my height because I'm not very tall. So Indian people, like, if you were a bit taller, it would be much better, put some heels on. I'm not comfortable with heels, so I'm not going to. We don't have that kind of racials, they are, whatever you are you're most welcome. That way it's, I've told you, Indian people are bit judgmental about, they want some kind of power with this. This is good, this is not good- which is not true, I think. Everyone is different. **Yeah. and why do you think there's this set, this is good, this is not good. Where do you think that you'd create it from?** I don't know, I never create it like that. I think it's from generations and generations, they have set kind of some kind of- **Standard-** Standards, especially when after look at the actresses or something, they don't realise what's going behind the screen, so I think they do it like this. **Yeah.** Especially when you get married, lots of speculations like girls should be like this and they should be some good match like the height difference should not be bad, they should be slim, and the slim perception is a new thing in beauty.

Yes, so that's kind of, it's different because that's because, it's different in New Zealand and India, what is, what kind of things do you think are the main differences when it comes to a body or a figure?

I don't know, because there, I think here they are more- that's what I'm telling you; the body weight that I am at the moment, even if I am fat, I'm short, I'm not fair. They will accept me as whatever I am at the moment. I look like that, that's perfectly fine. But in India you should be bit taller, you should more slimmer, uhhh, if you, I don't know why you have so much of skin burn, or sun burn kind of things, you should do some of the home remedies or something to make it more fairer so yeah that's the main difference. **Yeah.** So i think, the India needs to have more social pressure as

well. **Okay.** We have very close knit social societies, so we want to and there is lots of competition comparison like look at her daughter is very beautiful and you're not so this kind of thing again, I'm not sure if it does exist in New Zealand or not but I never came- **across it?** Across it no.

Yeah, and so as an individual when you travel from India to New Zealand, with time, because obviously, as you said at the start, you think it's the same you know, the same societal pressure would be the same; how do you feel when you realise that there are differences?

I feel good. I can put my pyjamas on and go to pop back outside wear jeans all the time. Or if, even if I am putting on the shorts, no one is looking at me, so if I'm gaining weight, that's okay. If I'm eating more that's also okay. Sadly, it's a when you get more relaxed okay, what I am, I am. Yeah. **Yeah, and how about when you go back to India?** My mum always says oh you should be a bit slimmer, or do something with your weight, why are you overweight. **Mmm.** Something, I don't know. **Yeah. Anything, they'll just always, the always, you know-** No because I think they compare my childhood, I used to be very thin when I was very young. I was very thin, I was hardly 45 or 46- **wow-**, I was very thin even I had, when I got married, I was only 48, for 4-3 years. 48 a year, for 48 kilos, for many years, then gradually gained after you got married there are so many things changes, I think she start comparing. I used to be very thin. Now I've gained so much weight and all those stuffs. **Yeah and do you have siblings?** No. **You're an only child? So, you don't get compared to with your siblings or anything like that obviously.** No, not with my cousins or anything, she just wants me to be a bit slimmer, I think for the healthier reason as well. **Yeah.** For health reasons rather than a beauty thing. She knows that I'm not going to listen to her anyway. I'm just like that since my childhood so. **Yeah.** So, she know I'm a very free-spirited person and I don't just follow the society or something like that since beginning so I'm just okay.

Yeah. Great. And do you have any comments or last comments about what you think is different between what Indians perceive to beautiful and what New Zealanders perceive to be beautiful?

I think they are more judgemental. Indian people are more judgemental. And they compare many things. **Yeah. How about if it like if an Indian person were living in New Zealand, how do you think they judge New Zealand women? What sort of things do you think they judge them on?** I think it depends on their families. Few people are from very conservative families so for them short girls, short skirts and those things are could be a better of more or why is she is wearing a big earring or something like that. So, it depends upon the family. Few people are very, come from very normal family, very casual families for them it's okay. **Yeah.** Yeah depends upon the families and the background.

Do you think an Indian person would judge a New Zealand, would just a New Zealander more or a fellow Indian more?

I think both. **Yeah.** I think both, like if you're going festivals and you're just wearing jeans, they'll definitely say something like 'why is she wearing jeans she could wear a saari or something or a [37.05 unclear word] hat, why is she not putting some saari or why is she dressing up in like a jeans or something. So yeah, they do yeah. **Yeah. It's interesting because there are so many different occasions now, in Christchurch that you can attend, like Diwali and- Holi.** Diwali is okay because there are so many people so few people will see you, or few people will not see you, so it's okay, you know, but if you go to the mall or like we have dandiya nights if you're not wearing this ghagra then why are you coming to attend here. I don't have the courage or those things so it's okay. But yes, I think, in this further it happen more often rather than in a bigger group because there are less people and can watch you more closely. Sad thing yeah.

Yeah, okay, great so I think that's all that I have to ask today. Do you have any last questions or comments that you would like to share?

No, I'm fine. **Yeah, great, thank you so much. It's been really great just under an hour.** Oh, that's good.

Interview Transcript 4

What is beauty to you?

Uhh, Beauty I think is confidence being in your own skin and just, yea I think its basically confidence how you, you must think yourself as you are, you know, consider yourself beautiful and then it doesn't matter what others think. Because if you can show it and you can show it in your uhh, you know, like the way you carry yourself if you show that aa sorry I'm a bit tired, but then yea, the way you carry yourself that's beauty I think. **mmhm perfect**

What do you think of when you hear the term beautiful woman. What's something that comes to your mind?

Smiley, a one who's a bit happy and yea **Mmhm yea** a smile on their face a pleasant emotion on their face.

Do you have any specific characteristics that come to mind like hair?

Actually, eyes yes, eyes **eyes yea**.

Anything about eye color or anything?

I don't just the shape, big eyes. Because I don't know, in India I think because I don't have big eyes compared to Indian standards, so I've always been told that your eyes are small so I've always considered yeah, big eyes. Not the color but just the shape. **Yeah, and I think that in India there's also very like emphasis on eyes.** Yea because yea because my mom's sister has big eyes, but I have small eyes. **Yeah even with, even with like um kajol and stuff its very like prominent to wear eye makeup.** Exactly I used to say that I want to put eyeshadow, then my mum used to be like your eyes are so small it small it won't matter your eyes are not meant for eye makeup like that, yea so.

Um, and so with talking about beautiful women would you be able to describe to me someone you think isn't beautiful or doesn't fit in to

Isn't beautiful... ummm, I don't consider anyone not beautiful.

No, nothing?

Like in New Zealand or India or?

Ah both or whatever, whatever comes to your mind when you think of someone who's not beautiful.

Can't think of anyone

That's fine. If we add the word Indian, what do you think in your head the term beautiful Indian woman

Wearing sari, bhindi

And what, like just in general what does her hair look like when you think of her

Open hair

Open Hair? And what color?

Black

Black? And how long?

To the waist

Yea? And straight or wavy?

Straight. **Yea?** Actually wavy

And how about her skin tone?

Actually.. fair, like north Indian.

And um, her eyes?

Big ones, big eyes

And if we add, we change it to New Zealand or Kiwi so what do you think when hear um the term beautiful New Zealand woman

m I don't know maybe brown hair um I don't know much, New Zealand is like so much diversity and in India everyone looks the same mostly [Unkown 3:50] but your diversity, I won't know which one to consider, cos even Maori girls they are pretty but if you consider the European kiwis yea then the blonde ones they're quite different. Yea I think all of them are beautiful, but I can't picture one person.

That's fine, and um, so what do you think are some of the things that have formed these opinions of beauty for you, over time.

Like the Indian one? **Both**

Hmmm maybe the advertisement the movie Bollywood because most of the actresses, they are fair. So that's why, other than that. About Kiwi I don't know much.

What do you think would be some things that would influence your perception of New Zealand beauty?

umm, so there's no movies that I've seen, like Kiwi movies so I don't know, and I like always, I'm influenced by movies

So even western movies, would you?

Oh yea, so then Julia Roberts. So maybe the dimples, even actually her eyes are big that's why we find it beautiful, and even Kate Winslet, these are beautiful I think, and even darker hair.

So, these are all, so media and advertising, this is what affects your perceptions of beauty?

And yea, I've never considered, when you say beautiful women it never happens that a blonde woman comes to my head. it's always closer to how Indian woman look. Because that's what Bollywood has shown, that stuff.

Um, and do you think that your standards and perceptions of beauty have changed over time.

Like of myself? **Mhm, like about yourself or about other people as well.**

hmm.

So, when umm when you were describing a beautiful woman, you've always thought that is what a beautiful woman is.

Yeah, even I think like now yea

And if we go back to her, is she, what kind of emotions does she have?

She's smiling

And her skin you said is fair, and it's clear?

Clear, like that's because even I don't have that one, clear skin.

And this is all because this is what you see like growing up?

Yea, movies, advertisements.

Umm, so I'm just going to show you two ads now. We've got a hair product and a moisturizer. So, um, can you describe these two ads for me.

Describe? **As in what's the first thing you notice when you see this add.**

The first one I see the hair, like really thick dense hair. And the second one, skin, clear skin.

And um, why do you think these people were chosen for these ads?

The first one because I think she's famous that's why, so I don't think she actually has that kind of hair. And the second one because she actually has good skin because I don't know this actress or whatever she is, a person or.

And um, would you say that, you know, she doesn't actually have that hair, do you think there's an element of artificial-ness or fake-ness?

Like, um, I've seen her other pictures, that why I know she doesn't have those hairs, but they don't look artificial, like they don't like Vrf **Like enhanced?** yea, like it doesn't look computerized, umm but because I've seen the other pictures I know, but if you showed it to someone new, I don't think they would know

And what about this picture here?

umm it doesn't look very enhanced,

And would you be able to describe to me the types of people these ads would be directed at?

Teenagers, maybe girls in 20's

And do you think these people would use these products

Umm, the first one I think yes, the second one I don't know. It depends if they have issues with their hair, then maybe yes. Depends on the need of, right? Skin I think. Because I think I clearly need it, but still I wouldn't use it. **You wouldn't use it?**

Cos, I have my other selected products. **So, you have your own brands that you like so you wouldn't use this one?**

yea

Do you think there are people in this add that umm aren't represented that should be?

First one I don't think so, second one... can't say I don't know. I think they should, but no, clear skin is clear skin. No, I don't think so.

What do you think these ads are trying to tell the viewer?

Like you'll get the same type of, like for the first one they'll say, you know, you'll get the same type of hair, and the second one you'll get clear skin like her.

So, it's just saying the quality of these products is advertised by these models? yea

And who, when you look at it, do you think is communicating to you, the model? Like the first one

Yep, and in this one it's the model as well, it's the first thing you look at?

So what standards of beauty do you think are reflected in these ads?

Umm, standards of beauty? **Yea so like what exemplar of beauty are these models setting for the people who look at these ads?**

mm, you need to have good skin and good hair to be beautiful. **What do you mean by good hair?** Dense, long, skin I think clear skin.

Do you agree with these standards of beauty? yea. Why? Because that's a sign of health also, like if you have proper food then skin is clear, like internally. like hair also, if you are eating properly, that also means having healthy hair.

And how do you think these ads and intended to make you feel? Umm, you should care for your skin, like I eat a lot of junk food, that's why I get pimples and I know that I am lacking somewhere, because I am not taking responsibility for my skin and hair. that's the only think, but if you are born with it, that's different. because if you can work on it why not? **And the same goes for hair as well?**

yea, I think it's a hair oil? **It's a hair dye.** oh, hair dye. Okay I didn't know that. Oil is like you should take care of your hair, you should oil it regularly.

So, would your actions change if the ads were to include models of a different hair color? Or skin color?

Um example? **So, if she had blonde hair, and dark skin, how would that change?** So, if she blonde I wouldn't connect that much with the add I wouldn't get attracted to that person, because I think that it's not relevant to me. And dark skin I don't think that would matter because yea, because in India there's both type of people, basically what matters is clear skin.

And um, are there any sort of like messages, you've said that some of the main messages this ad sends is to buy the products. Are there any messages you think should be in the ad that aren't?
No

Do you think they cover pretty much what they're trying to say? yea

Great, and so when we look at these two models, some people say that they look very similar, they both have black hair they both have black eyebrow, how do you feel about their face shape?
umm, she has bigger eyes, yea I don't know what difference there is **and can you tell that these models are Indian?**

This one is, this one looks like Indian, this one maybe middle east.

So, if you didn't know that she was Karishma Kapoor would you still think she was Indian? yep.
And how about the model on the box? Maybe half Indian?

How do you feel about there being two different models, one on the box, one on the thing? Hmm, like I don't understand the question. **As in do you think there should have been just the one, or consistency?** Yea I think she should have been on the box as well.

How would you feel if it was the other way around? If she was the model and Karishma Kapoor was on the on the box? um, maybe I wouldn't connect with her that much then **Because she's not someone you know?** Yea

Do you associate Karishma Kapoor with beauty? yep

Is it because of her physical appearance or the role that she has in society? I think because of the role that she has in society I've grown up seeing her, I've seen her always since a child.

Cool, so you've described some standards of beauty that you um identify with, would you say that its commonly felt among Indians? mmm

How about among Indian immigrants. I not interacted much with people who have stayed over a long period of time. I've been only with people who've spent the same amount of time. So, I couldn't say, because we still talk as if we stay in India, we haven't really faced you know, come a part of this society. So, yea. **So you wouldn't be able to yet, because you haven't been exposed.**

And, if you, so obviously you see these ads you see some things, and obviously if a New Zealand European were to see these ads they wouldn't know the celebrities, do you think they would see these ads differently to you. I think they would doubt whether they're Indians or not, because I have meet a few people, like at my workplace and everything, they'll ask me that, one of my friends looks like this only, they'll be really surprised to learn that she's Indian, they'll be like why does she look so different to other Indians and then are north Indians half British that was there questions, they didn't know. And I was like there are all different types of people in India.

And what about your friend do you think these people don't under, like is it just her skin tone? yea like she is like very fair, but she is Indian **And her features?** Her features aren't sharp, they're just normal. Her eyes are also not big. I could show a photo if you want. **No, it's ok, it's just interesting to know what people associate with Indian, so it's just generally just skin tone.** yea and they'll be very surprised if someone is very fair

But um, even celebrities like Aishwariya Rai are like how is she Indian, partially because of her eye color, they aren't dark, she has like green eyes, which is uncommon. Do you think there are certain types of characteristics that Indian people associate with Indians, or Indian looking? Yea, dark skin, dark eyes, dark hair.

So, um, why do you think that a New Zealand European would look at these ads differently to an Indian, or an Indian immigrant? Because of the fair skin, too fair. This one is, but still I consider her Indian because I can't look her, but this one she doesn't look Indian, like completely Indian.

Ok, so I'm going to show you some more ads now, and ask you some more questions about these. So, I have another hair dye and moisturizer, um what are the key differences that you notice straight away in these two ads. her hair color doesn't match her, **So the blonde doesn't match it** looks artificial because she can't have naturally blonde hair.

How about this ad here? mm this one, nothing strikes me on this one.

What about the model on the box? what about her? **So, do you think her hair color matches her?** I think yes, but still it looks artificial.

So, which of these ads appeals to you more for hair products. That one? because she's Indian?

And which of these ads appeals to you more for face products? Actually both, Even that's..
Because? I don't know, I think this one more, because now that I see it, this ones looking computerized, and this ones looking natural. So, yea, maybe that one.

What about this one makes you feel that it's computerized? Cos now, it feels like ok, this part is shiny, this one actually looks computerized. **Some sort of lighting?**

So, you relate to how natural this one looks, do you feel like its more realistic, mmm

When I listen to you I feel like you'd feel like its more of a realistic form of beauty. yea **Whereas do you think that's an unrealistic standard?** Not unrealistic but doesn't look natural. It's just that, you know, that photo seems natural and this one doesn't. I don't feel it's unrealistic, it's just that quality of that I think, because they haven't done a proper photo job, I think that's it.

And when you look at all four models which of these ads includes which best fits your definition of beautiful. And what are the specific characteristics that make you feel that she best fits. Her hair, her eyebrows, eyes. Her smile.

And, which of these ads includes a model that you least associate with beauty, and why is that? Because I don't have, that hair color is not something I relate to, and her skin color is not something I relate to. Her makeup is too loud.

What kind of Makeup do you um, would you use for a daily basis. No, if only if there's some kind of occasion or something like that. And I like to just the foundation and concealer, bit of eyeshadow, mascara that's it.

And um, if we think about makeup, talk about makeup, is there a difference, do you think, in makeup used between India and New Zealand. No

Do you think that the people in India use the same type of makeup as the same, yea foundation, eyeshadow, yea On a daily basis? No, not on a daily basis. Never daily, just occasionally.

And if we talk about now, obviously there are certain areas around skin lightening and skin bleaching, um when it comes to Indian markets, especially in the female markets. How do you feel about all of that?

umm I think you shouldn't try too hard for the skin color, just have a clear skin. Other than that yea, that still exists I know what you are trying to say that you should be fair to be beautiful, that is there. I am not from north India, I am from south maybe middle. But even there, its less in my area, more in north, I know that because I stay in the areas for 3 years they are more concerned about skin color than people than south. even in my family, with distant relatives, they do say that you need to stay away from the sun, to not let your skin get tanned to look beautiful. But personally I think that no, your skin should be clear, that's the only thing that matters

So did you think that even when you were in India? yea, I never bothered much about going out in the sun or anything

So you would comfortably go out in the sun in India as well yea and you comfortably go out in the sun here? yea, even here I don't put the sunscreen on even though I should because of the UV rays and everything. but not like I've never been much concerned.

Do you feel more comfortable with going out in the sun and everything here , because that's what everyone does in New Zealand yea it burns actually **Yea it's a different type of sun ray** yea so that's the thing the cancer and everything I'm a bit worried about that **but in terms of appearance?** no I'm never worried about that, but even my mom, that's you know because of her mother. So, I was never, my mother didn't make me believe all this, even though my relatives do, but she's never been concerned about all of this, she's like you can't help it.

And what about the tanning culture there is New Zealand. I don't know **You don't know about that?** So similarly to how in India there's skin lightening, in New Zealand a lot of people do self-tanning so tanning lotions, or they go to a parlor or salon to get spray tanning done. Yea I've seen that in Hollywood movies and things like that but I didn't know about New Zealand

Yea so, and people also lie in the sun to get tanned. So how do you feel about this. Ahh, so that's good as long as they can get cancer over here.

What do you think makes them feel like they need to? their skin is too pale like, sometimes, I shouldn't say, sometimes they do look like ghost, so I think they need to have some color also.

So, there's a difference between fair Indian skin, and fair European skin? yea because that is pale, that is not fair, actually I think the most beautiful or ideal thing is Pakistani or the middle east because they are fair, but they are not pale, and the skin is clear. So, I don't know about others, but even Indians, they won't consider a completely white and blonde person as beautiful because they know they have freckles and everything, so yea. **So, freckles is something that's considered a blemish** yea, that's why I think Titanic? and Julia Roberts most of the people like people consider

them beautiful because they look somewhat like middle east people, like they aren't completely blonde. So that's what I think yea

And what about on a different spectrum of um African Americans, so like Beyoncé, and so there also western, like Julia Roberts is also Western, so do you think they perceive those females?

ummm **What about dark celebrities in Indian culture, so we've got Priyanka Chopra.** Priyanka Chopra and Deepika they both have done skin lightening, Kajol has done skin lightening. Other than that, I think, before they were famous I don't know why, before also that they were celebrated celebrate these. But still they chose to do skin lightening I don't know why.

So, Priyanka won a beauty contest Miss World Miss world yea, and at that point she had much darker skin, and um do you think it was because there's a set standard of beauty, that she felt she had to meet that criteria? maybe yes **Who do you think creates this standard of beauty.** It has always been there, in India at least. Always. I think even during, do you know Ramayan, Mahabharat. Even in those things they had talked about this. That because Draupati she wasn't fair skinned, but still basically she was very confident about herself, and that's why she was married to the Pandavs and yea.

So, it comes back to that confidence word, and even in those times there was this thing, like you had to be fair, and not fair because that's the concept, so yea I think that it has always been there, the fair and dark skin thing from India

But is it something that you agree with? No because my mom was very particular about that, cos even my mom, like, I'm like I said, not north Indian so even we aren't very fair, my family's not very fair category of Indians, but then my mum was, but she made sure that I, she's fairer than me, but yea. Like I know I'm not fair, but still I'm more fairer than my cousins. But she didn't make me feel like, it happens, you know, the superiority thing, my friends have said that to me, you are fair, you won't have any trouble finding a husband, but my mom was like don't listen to all this, so yea that is there. I feel very awkward talking about this in New Zealand. But then yea, there's superiority in India, people do talk like that. **And people are very direct,** yea I feel very awkward, like I know it's silly, but in India it's like very common, people will say this on your face, and in Deli even more so, because in Deli, northerners are fair, and like because where I come, there are more dark people than fair, but in Deli there are more fair people than dark, so if anyone is dark, they just say something, like that yea.

And but you don't, you don't agree with these standards of beauty? no because, yea, I just feel that you know, I don't think that you should be more, like too much concerned about what you can't control. That's my only thing. Like even I have, my mom's skin is clear, but I don't have it, I have like not many pimples, but I can't control it, so I just don't bother myself about it. I try to eat healthy, that's all that I can do. But if nothing happens about it, then I can't help it. **So whatever you have control over** yea

And what about this confidence word, so if you had someone who doesn't fit the typical standard of beauty, for example if she doesn't have clear skin if she doesn't have, if she has hair that's something you can't relate to or something that doesn't match your skin tone, but she's confident, how would you feel about that? I'd be attracted to that person, I'd want to stay with that person because, for me such people have positive energy, and then I try, like I like hanging out with such people who are always happy, and then cheerful, and rather than sulking all the time, or something like that. So it doesn't matter how they appear, at the end, feel like hanging with them, and I've know many such people, like yea.

And um, we've talked a lot about facial beauty, but what about bodies, and body size and that kind of stuff, and what do you, and height, and? I'm least bothered about that, yea, you don't think so about body. Any particular question?

What to you is the ideal body type, you can even use comparison if you want, from someone in Bollywood. I think of tummy, not flat, but at least not a bulging one, yea I think, other than that, everything is fine. Like any shape **Any height, any shape?** yea

And do you think, like that hasn't changed with coming to New Zealand? No? Just wear what height or fat, and then you're ok, your good to go. I've never given thought to my body or you know like other body shapes or anything. **What is the first thing you notice in a person?** Eyes **They do tell a lot eyes** yea mmhmm.

Um great, is there any sort of last comments and things that you have about beauty, or if anything's changed in your perceptions of beauty in the time that you've been in New Zealand. What was it like coming into New Zealand and seeing this whole new range of people? How did it make you feel about yourself? I just, mm I think I just need to, I did straighten my hair, try to straighten my hair, but that's because, not after I've seen people over here. That's what I always wanted to do, other than that, mmmm no nothing has affected my perception of beauty from here

And do you, when you go back to India, you still see everything the same? Like nothing's changed of your perceptions when you go back? I didn't go back, yea **Oh you haven't gone back? Then no, then it hasn't, because you have not gone back. What about, do you have much to do with the Indian community in Christchurch.** yea, a lot. **And how are the interactions in there, like do you find any difference, not even just beauty, just general interactions between your friends here and India.** They're more gossiping type, so here the country is smaller, so they have to gossip a lot. Because the community is smaller so proportionately it expands! So yea that's it, other than that everyone is very career focused and trying to work very hard to make it here, so yea that's the conversations we have mostly, what they are doing, like how their studies of career or whatever there is, and how do basically survive in a foreign country.

Great, well I think that's um pretty much all of the questions that I have for you today, thank you so much, are there any last comments that you have?

Interview 5

So just to start off with, what is beauty to you? Umm, I think for me beauty is the first, like, appearance that you look on a girl or anything outside in the nature. For me like uhm, a very nice mountain with uhm, a waterfall, that's beauty for me.

So what kind of things make it beautiful, what do you feel that you think ok this is beautiful like in what? In a girl in a guy? In a, in a place? **In people?** In people? I think um, their appearance and how they actually present themselves. How they can take their clothes, or maybe sometimes makeup. Yea, even their inner beauty, like how if they are honest, or some, something good about, if people are good that looks on the face. That's for me beauty.

So, what do you think when you hear the term "beautiful woman"? Uh, her appearance actually. The first thing I see if I hear beautiful lady or beautiful girl I see her appearance only. Because I don't know her personally, so I can't say how beautiful she is from inside, but from outside she is beautiful, so that's the reason we call her beautiful.

Yep, so what type of things on her appearance would you consider beautiful? So maybe her way of dressing, her looks, her uh, clothes and her earrings, how she carries makeup, and all. That's the main thing.

If we were to describe something, let's say physical characteristics of her face, what is something you consider beautiful? On my face? **On any beautiful.** I think eyes, eyes are the most beautiful thing on any bodies face, yea I think uh it attracts more for me.

Any what kind of eye color do you like? I like black. **Black?** yea, I don't like any other color, yea I like, like in kids I like very blue color and all. In normal, normally I like black. **Black eyes? And what kind of size and shape?** I can't like justify the shape of, yea like should be a normal, normal I think. Normal, beautiful round eyes.

Ok, and what do describe, or what you, would you be able to describe something you think is non-beautiful? Non-beautiful, I think which I don't want to see at all. Like I don't want to see darkness. So, I don't want to see a person who is uh, actually very dark from inside. Who's not good, whose deeds are not good. Maybe, you know some people come in near you and they don't give you good vibes, I don't, I be far from that people. Even if they look beautiful, I don't be with them because I don't like the vibes, so that's the thing I don't think that's beautiful.

Ok, and if we add in the word Indian, what do you think of when you hear the term beautiful Indian woman? Uhm, that would add on a Sari, with the nice elegant bangles, and maybe if she's married sindoor and all, and nice gajra in the hair. So that's the Indian beauty, would look if its added with an Indian beauty.

Yea? And what about specific characteristics like her hair, if you think of a beautiful Indian woman what kind of hair do you think? Long black hair **Yea? Like straight?** Straight? no curl, No straight long black hair. **Yeap, and what about her skin?** Uhm fair skin, not very white, not very dark, maybe fair skin. **And her skin is clear or its?** Clear, it should be, like should be clear, without any scars and all.

Yea? ok. And if we add in um, New Zealand or kiwi? What comes to mind when you think of beautiful New Zealand woman? Uhm, with the formal dress, or some gown. And the very light makeup on her face, with a nice bag in her hands. That's the beauty which comes in my mind with Kiwi, New Zealand girl or lady comes in.

Mmhm, and what about her hair? Her hair should be like, I think, Grey. And it should not be long, should be like shoulder length, yea. And her face structure would be like very uhm, it should uhm like not very fair but like she should be white enough and yea blonde. Good makeup on her face, should be, maybe like actually New Zealand girl looking girl. **Yea, and what about her eyes?** Her eyes, I think I have seen here most, uhm other people have grey eyes, blue eyes I think. So that looks very good on the face, so that's beauty on their face. **Mm, yea.**

So, what do you think is some things that have formed your opinion of beauty, or how do you think you've formed this opinion around beauty, this standard? Uhm, maybe it's my perception, maybe I have been uhm, maybe that's the way, uhm, people have made me think, from my childhood. That this is beauty, maybe people have, like even around me my family and all, have said that "She's beautiful", and there is some, something that is not beautiful, they would say "She doesn't look beautiful" or "He doesn't look beautiful also". Maybe that's the perception and that goes on, and that, that has grown it. So, I think, in our mind maybe that's my own perception also. So that has build up. For me, uhm, if that's nature, then that is beautiful. **Yea, ok.**

And so, when you say that, umm you know, people have said to you "That is beautiful, that is not". What is some things that they have identified as not beautiful? mmm, like for me, uhm, if, uhm, like my mother used to say, that uhm, a guy next door, a lady next-door me, he was, she was very um, yelling. And she used to very, like um, she used to always call her children, her husband. So, she always used to be, um, uhm make me far from them. So, I think that kind of people are not beautiful. So that made me my perception, that yea like, people who are very, uhm, aggressive or angry or like they don't respect other people, maybe, they are not beautiful. that made my perception like that. **Yea? cool!.**

And would you say that your ideas of beauty have changed in any way? uhm, yea, like for ,like uhm, my father doesn't like me before marriage wearing jeans. he would always used to say that um, you can wear jeans, even for my sister, you can wear jeans, t-shirts after your married, not at my house. So, I think that made my perception after married, I changed my way of looking. I used to just wear Indian dresses, but after marriage I started wearing western dresses as well. So, I could see on my thing, like on my own body that it also looks nice on me. So, I could go confidently, because first time I wore it, I was not very confident to wear it. But I haven't wear it in almost 20 years, from my childhood, so I was not very confident. but now I carry it very well. So, I think, yea, so that has changed my way of thinking that people don't look just on an Indian dress, they can look beautiful even in western dress. **Mmhm yea.**

And did you wear western dressed in India. Yea after marriage I did. **yea, and how did you feel?** I felt good, I felt like, yea, I can look beautiful in the western dress, which was around perception in my own mind, that would carry it well. Any maybe that's also the reason that I didn't force my father that I will do that, because my father was not, uhm like, a forceable person. I could rebel on him, but I didn't do it because I was not confident enough that I could carry, but my husband made me confident enough that I could carry it properly. So, I carried it

and that's the way, that's the way that then I looked on my own, and I was like yea, I can wear the western clothes, I look good, pretty good on that also, than Indian dresses.

So, um, when you came to New Zealand, what kind of clothing would you wear? Umm, in the initial stage I used to wear the Indian dresses, but then I, as I started my studies and I started my job I started wearing western dresses. Because I got to know that here, people are more comfortable, even I was more comfortable and to gel with other people, its more good to wear Indian dresses. Because you, if here I wear an Indian dress, I don't say that people look you downward, but it's just they look, you look very different from other people, you don't get into the culture. So, to get into the culture of New Zealand, I started wearing T-shirts and western dresses.

So, when I hear you say that, It makes me feel that you, what I understand is you wanted to look similar, yea To what people looked here. And is that so you could fit in? yea Or so you wouldn't be looked at differently? Uhm, both. So that I can fit in, and the people don't look at me distantly, and that she has come from other country or something. So they should not get a perception about me before knowing me. Just, they can know me, and then make a perception on me, that she is yea. Not because I am from another country they should get a perception. they should be uh, getting a perception only by knowing me. **mm yea.**

And when you think about clothing still, now that your think about it, what in your mind comes when you think of a beautiful woman? Not any ethnicity or whatever, just a beautiful woman. What is she wearing? For me, even now if I close my eyes, and see Indian, like a beautiful woman I would see I like a beautiful woman in a nice suit or a nice sari. **So Indian wear?** yea Indian wear. And even I like um, like uhm, the white gown, like uhm. **The wedding dress?** yea the wedding dress. Even in that the girls look very good. So, my own uhm, like dream was to wear the gown, wearing gown in my marriage. But then, yea. So that I think that even that looks very good on people.

Do you think that it would look good on an Indian girl? I think yea, it would.

Priyanka Chopra got married recently, and she wore a white gown. Did you see that? No, I didn't, I saw, uhm, I think I saw, I saw some videos in which she was wearing Indian dresses, but I didn't see her, like when she was wearing gown.

Yea, she had two weddings, she had an Indian one. Ok I saw the Indian one, I didn't see the other one which maybe she wearing that **Yea so she had a full on white gown. And obviously Priyanka Chopra, she's very Indian looking** She is very Indian looking **Yea she's got darker skin, long black, big black eyes. Do you think it would look nice on her?** yea I think, she would look nice. And if I would have seen her on that, I would have said she, I would have liked her and I think she would be looking very beautiful, because she is beautiful.

Yea, what about her do you think is beautiful? her? see the first thing on her smile is very beautiful. When she smiles its very beautiful. but another one is her eyes, and her um, height, body and the way she carries herself. Her, each and every dress on her doesn't look bad, it looks very good on her. Maybe that's the, that depends, even a bad dress can look good on a person who carries it very well, so yea

And do you think, she would look nicer, obviously you haven't seen the pictures, in her traditional like Indian attire or the western one. I think she would look better in traditional one

Cool, so I'm going to show you few ads now. And just ask you a few questions about these ads. So here we've got a moisturizer, and a hair dye. So, can you just describe these two ads for me? What should I describe them as? **So, what's the first thing you notice when you see this ad?** Umm, like if I see the ad like me, I would just describe, I would actually describe the moisturizer, because I don't like her, like I'm not very good on this girl, I don't like her face very much maybe personally, so I would like go for the product. And here I would go for the hair dye and the girl both, because they are both popular and good-looking

What about this girl do you not like? I don't like her face structure I think **What kind of face structure, like if you had to describe it, what kind of face structure is it?** Uhm I think it's, it's very um, her face actually reflects very attitude and all. So maybe that's the kind of thing that it requires, maybe that's the kind of picture she needed. Maybe that's the reason I don't like the face. Maybe she would have posed something else I would have liked her. Uhm, but the attitude and the eyes, I don't like the way it is, so maybe that's the reason. **Yea, and what do you like about her?** Her hair I like, her smile. It seems very innocent, innocence in this picture. She's not getting any attitude on that. I personally don't like people who give an attitude on other people. I know you are big person, but even I am on my own place, so I don't like people who give attitude because of their power, or richness or position or something like that. So even if your very strong on a very good position, you should have a smile and an innocence like this. So maybe that's the reason **mmhmm.**

And um, what do you think of their physical appearance? So as in her face and hair and everything? As an Indian woman she is like person. She has a good idea, and her structure, face structure is also good. Long hair.

Do you like the hair in this? yea I do. So, in this uhm, as I said, she hasn't a good smile in this, so and her eyes are also like she's very sleepy at the time, maybe. So, yea.

And why do you think these models were chosen for these ads? Uhm, maybe the hair dye is more for mature people, and so they had to get a mature lady for that. And this one [Unknown 18:19] um maybe has, it has gone up so much in product rise, that it has a position on a phone. so, it has its own attitude. Maybe that's the reason attitude comes on her face, that it should be like yea, [unknown 18:40] thing like product and um in, what you call, skincare. Maybe that's the reason that attitudes comes on.

Yea, and would you, so would you be able to describe for me the type of people that these ads would be directed at? Directed? mmm So like the target audience. Uhm, so the target audience, umm, maybe the target or the marketing person has chosen the head of this ad the hair dye ad, the people who are, um, who are mature, but they are like embarrassed or they don't feel good about um, doing their hair color. Or if they are, even if, before people used to say that hair color is just for the people who have, who are growing older. But I think today, each and every person is doing hair color different colors. So maybe that's the reason this lady has been chosen by the marketing person, so because then they can get into each and every person, because she is a lady who can, who likes everyone, whom everybody likes her. So maybe that's the reason he has started the whole, not, uh, set of people older age, who have selected even the younger age as well so then they can al so get the same thing. The Lakme I think they have, as it is for more richer people, it's not for the person who is below, like, middle class, it is for upper middle-class people, and more than that. So that's, that attitude comes on the face of the girl, and that attitude has been given by the marketing team as well for that.

Ok, is this, are these products that you would use? I don't use Lakme because I have used one and I don't like it very much. I, I have used Garnier, not for myself, for my mom, for my dad, for my sister. **Mmhm, so you would use it?** yea

Um, do you think other people would use these products? yea, I probably go for, the younger generation do like Lakme very much. So, I would prefer that people, were uh, would go with Lakme more, at this age, and not with Garnier. Because Garnier has more um, other options, as well, hair colors. So, I think uhm, the this thing has to work on something else also, other than marketing. For just one color they should have other options for marketing.

What do you think ads are trying to tell people, what are they asking them to do? Um, like uhm. they are asking the customers to at least try one, or maybe they should change their way of living, or change their way of seeing themselves, like Lakme can change you. **For the better?** Maybe better, for like your face, if your face, uhm, your face structure not your face structure, but at least you can look good by using Lakme, maybe that says this add and Garnier. Maybe it says that even older people can person can look very beautiful if your using Lakme.

So, what do you think Garnier is trying to say, is beautiful? I think Garnier is telling that young, looking young and being young is not the number, it's just a look.

So, what makes someone look young? So, your hair color, your body structure, your real, your way of carry yourself. Like if you're always thinking that I'm 60, than you ought to be 60, but if you're thinking yourself 16, then you can be 16, be like a 16.

Ok, and so like what kind of standards of beauty do you think are reflected in these ads? Like for this, I think the standard of beauty is, should be, um, they shouldn't have any scars on their face, they should be looking very beautiful, they should have a good smile, a good eyes. And um, good reputation on the public, and of the day they should be liking of the public. If I don't like them, I won't by the product. **Yea? Cool.**

And do you agree these standards of beauty that they're setting? yea I do.

And how do you think the ad is intended to make you feel, or act. So. uhm, I think it has intended to make me feel good, like the hair dye one. Like yea, I would, if I want to try some like for hair color, I would go with Garnier. But for Lakme I don't think so, because they should try something else maybe, some other face or something else for the ad, they should add on something, maybe they can use it.

Would your actions change if this, if this model had different hair color? Maybe, yea because it suits very well on her. So, I think if, it was something else I would have, it would have changed my mind.

And what if she had different skin color? No that wouldn't change it maybe, it wouldn't change it.

And if she had different skin color? Uhm, maybe it would have changed. And if even if she had some other face, like some other pose **Some other smile or something?** Yea something like that, which would attract people.

What kind of message do you think this ad is sending you and other viewers? To, uhm, I think, it's sending that uhm, you should be using this products, so that you look good, and you look young, and you look beautiful.

So, do you think, you keep mentioning young and beautiful in the same sentence, so do you think young is beautiful? Or do you think that's what people try and say, that young is beautiful. I think yea, for a certain age, being young is beautiful. But I also don't agree completely because I have seen people who are more than 50, and even then, they look beautiful.

And what about them is beautiful? Um, maybe the way they carrying themselves. Like at the age of 50 if you are doing exercise, you doing yoga, your carrying out yourself, your fit enough. So, I think it's not a matter of your number, it's a matter of how you take your life ahead. So, end of day looking beautiful is the whole, how fit you are, how fit you can carry yourself and the way of dressing. And not telling at the age of 50 you wear a short dress and go outside, but at least you can look good and dress up like good and like be a normal life, lead a life like you can go to a party at the age of 50, no one can stop you. because that's your life. **Yea, OK.**

And when you think about the type of people that buy these products, what do you think about those people. So, if I'm thinking about the Lakme, I'll think the people who are, you are know the people who always think of branded things? **Mmhmm** Who go for branded shopping's, who not shop clothes other than Louis Vuitton or Versace. I think that's the standard, maybe they go for Lakme, maybe that's the kind of customer they have. And the Garnier, I think garner, any person can buy, even a person doing a 10-9 job, 8-9 job, he love to buy that. It's for each and every common person, and it reaches for a set of people, Lakme.

So, you know, you've talked about beauty, and what you kind of perceive to be beauty, do you think this is something that is commonly felt among Indian immigrants? I think so, I'm sure. Because, every Indian has their own perception, and from childhood we are, like being, being seen or being seen by our family. Yea this is the things that looking beautiful, like uhm, if they are very good to you, they respect you, or they look very good, they are beautiful. And if they don't look good, or if they don't, they are not, their acts are not good, they are not beautiful. So that's the kind of upbringing, so I think most of the perception of the people, like the people of Indian immigrants are like that.

Ok, and um, what if, you've seen these ads and you're an Indian, and obviously you recognize some of these people, and, but if these were just, you know, normal models and you didn't recognize them, how would your perception change? I think it would change a little bit. If they don't look good, the models, it would have changed uhm, more than that. But then if they look good, then it would. Because you know, uhm, for an ad, I will always, I don't think so, I will buy a product, just as I watched an add. Maybe I watch an add and I'm influenced with that model, or I'm influenced with that person or actor or actress, that's the reason I'm buying that product. **Ok, because you like the way.** The way they are looking or the way they told us. **Because you want to look like that?** yea maybe, so that's the reason. That makes you change, like buy that product.

So, do you think the way that these people look is what the standard of beauty is? yea, I think. For me, like, uhh, the way the actresses look is the standard of beauty, for me. Because they carry themselves, not ever actress. But the way they carry themselves, for me even till date,

Madhuri dixit is the most beautiful lady, even not Priyanka Chopra but Madhuri dixit she is the beautiful lady. Even Aishwariya Rai is not that beautiful I think. Because that's of a perception of me, I look her very good, she looks good on every, like every dye she wears. So, for me that's the standard of beauty. **So, is it how she looks, her physical characteristics per say, or something else?** No, her physical characteristics. Because of that, because I don't know her personally. I've read about her, I don't know her personally but I've read about her. I've known her for so long. So, I think that there is some positive-ness, that's the reason so many people like her. **So, what about her physical characteristics do you?** I like her smile. The first thing I like on anybody's face is eyes and smile. If I don't like the smile, I, I not say I don't like her, but end of the day that's the first thing I notice about any girl or a guy. **mmhmm ok.**

So, if someone from New Zealand, like a New Zealand European or Kiwi were to see this ad, can you describe to me what you think they would see. do you think they would feel the same way, or they'd feel it differently? Maybe they feel it differently, because for them, they don't, they are the normal common people for them. And, for them that product, I don't think so the have many more products other than this. So, I think there should be something add on for them. In case of uhm, showing a beauty, or in case of showing a product. there should be something add on it that, uhm, that describes their culture as well. So, that would make me more attracted to that.

So, when you see ads in New Zealand, that don't have any Indian in them, most of the time. Would you feel better if they did? Would you be more attracted to the ads if they had Indian culture? yea I think so. **And what, what Indian culture, as in what physical characteristics?** Ummm, like they should be having some emotions in it, like many of the ads in India have emotions in it. So, you actually, Indians are more emotional I think. For my perception, Indians are more emotional, they are more sensitive. So, I think if the ads are more emotional and sensitive, people would like that more. So, uhm, there should be a part of ad that's a bit sensitive and emotional, so people can, even the immigrants of India can like it. **yea.**

So, if we talk just posters or ads like that, not like an actual commercial ad but just a poster. What about a normal New Zealand poster would make you like it more? I think the words. Not the picture, not the product, but the words may attract me. You know the one liners? they attract me more.

Do you have any examples? uhm, like last year, I think I saw on Sunday night on a bus, if I don't remember or not, "If you break the path, it was about some Najib **real estate?** real estate. So, it was a one liner, I don't remember the one liner, But I know it was about _ real estate. So that one liner attracted me, and I read the whole one liner, but I don't remember the words at the moment. So, yea, that attracted me, so I think, real estate doesn't matter to me, I don't remember the one liner, but at least I remember the name. So my point is, if here, I'm looking for a poster, maybe I don't remember the words, but I will remember for what poster I did read that.

So, if that add was not for Najeeb and it was for Ray White or Harcourts, you'd still remember. yea.

Ok, so why do you think that New Zealanders and Indians interpret things differently? I don't get the question. **So why do you think New Zealanders, and Indians, interpret these ads and things differently?** Because both have different cultures, very different cultures I think. here, at

the age of 18, a child is free enough from their parents, they are not bond to their parents, they are bond to their parents, but not, not in the way of expenses. they are on their own. Even the parents are told, the parents tell them that you have to, on your own. In India, is very protective for the child, even at the age of 20. If you are not earning, its ok. So I think, that's the one thing, that's the culture and that's the upbringing that actually operates the both New Zealanders and Indians. **That's why you see things differently?** yea so yea, that's the thing, that's the thing that people look at differently, like New Zealanders and Indians look at everything differently, even relationships they look differently. For me, marriage will be different, for them it will be different.

And, you've been in New Zealand for so long, have any of these things changed for you, or do you still feel the same? No, I still feel the same. I still feel that I, uhm, will not be able to change myself, because I have been like this for whole my life. So just for 4 years or for next maybe 40 years I can't change myself. Because I have been grown I like this, its in my blood I think. I can't change my appearance.

If you had kids, here in New Zealand, how would you go about that? The same way your parents did? yea, I would rather actually make them understand the culture of India, of the way I am brought up. And they should be knowing my language, they should be knowing all the languages which are going on in, I, I'm not saying they should know all the languages but at least they should know the basic languages, so they can talk to their grandparents. Because I have seen here uh, Indian families, where the kids doesn't know, can't talk to their grandparents in India, because they don't know, other than any languages other than English. So, I think that's bad, because at the end of the day, that is your family in India, so you have to communicate to them. So, there should be a connection always. So that's the duty of the parents, that they can understand that this is your family and you should know this language. This is your language, this is not your language, this is the requirement of your staying here, so you should know this language compulsorily, but this, also you should know, this language also you should know compulsorily. As English is a common language, Hindi should also be a common language I think. And for me Malayalam should be also a language which my kids should know so that they can actually talk to my family. **Mhmm.**

So earlier you talked about how your dad didn't want you to wear jeans until you were married and out of the house, um, if you have children, for example a daughter, and she wears jeans because even you wore jeans because it was the culture here and you didn't want to stand out, and she also wears jeans because she doesn't want to stand out. How would you deal with her, when she goes back there, to visit them? Um, I would say that my parents, even if she was wearing jeans in India, my parents wouldn't say no, because, for the first thing was, that they, they never said no to wear me, they just said that you can do anything after marriage, and my daughter has, is my area of responsibility, so they will not force her to do anything on her, they will tell me maybe, maybe they will not tell me, and that's, maybe they would have changed for this year, they have seen the way the people are changing. Because even my niece, my sister's daughter, does wear jeans and all, and they doesn't matter. So, I think they are open enough now. **So, do you think time has time has changed them And their perception of beauty?** Maybe they have changed their perception of beauty now. And they think that uh, jeans is not a bad thing for girls at the moment.

Ok, so I'm going to show you two more ads now, and just ask you some questions about these ones, just a few. So, we've got another moisturizer, and another hair dye. So, what's the first

thing that comes to your mind when you see these ads? For this ad my first thing I can go for is her eyes and her smile and her beauty. And for this one I would see the attitude on her face and her smile. That looks very good on her. So, both are beauty, beautiful. Her, on her, this black hair looks good on her, and on her, unlike, the spray? color looks good. So, I think that both, even if uhm, she had a grey color, I think she would good or not I'm not sure.

Ok, so between these two face products ads, which model do prefer. Probably this one **Because?** Because of her smile and eyes. because the one thing I always said is I should get attracted with the smile and eyes. so, I would go with that.

And so, would that mean that you would use that product? Mm, yea possibly

And which one do you prefer out of these two? Uhm I would prefer this one. Because that's more Indian is in her, so I think I would go with this one.

Which of these ads, so all four of them, includes a model that best fits your definition of beautiful? mmm this one, because she has innocence in her, she has smile in her, she has on her face uh, there is uh, what do you say, a sense of peace? So, I think yea, that would go with.

Mmhm, and is there anything about her physical attributes that you coincide with beauty? like, her smile and eyes are attractive, and she looks very like, uh, what do you call, she is very peaceful in her own space. So, I think that's what attracts me. **Mmhm, so if she had different hair color or** Maybe that would look not good on her. Maybe that's my perception but yea

And if she had different skin color? mmm that would be good with her, because she would look anyways good, other than with the black hair **Mmmhm ok yea.**

So, which of these ads do you least coincide with beauty. So, when you look you This one This one? And why is that? Because I don't like her, because it doesn't have any smile on her, there no attraction. There's nothing, I will just look at, and I will just ignore it. Yea there's nothing which can actually catch my eyes. **Is there anything about her that you do like?** Mmmm, no I don't think so **That's fine, that's fine** that's really weird but I don't think so, she has something that I can like. **That's perfectly ok.**

So, um, if we talk about this culture in India that you are probably familiar with around skin lightening, and skin bleaching and you know, fair and lovely and all their skin products. So, what is your perception on that? My perception on that is um, that God has given you a color, and that looks good on you, that's the reason God has given you. So, you should not go and change it, just because somebody else wants you to look like that. If you are looking good on that color, it's because you are born with that color. I think you look good in that color, and you can carry yourself in that same color. There's no point in changing, with any bleach, skin lightening or with fair and lovely. Because end of the day that will just ruin your inner beauty. **Mmmhm yea? And did you feel like this when you were in India?** yea I did. **And you feel the same after coming to New Zealand?** yea, I actually don't use much, uhm, I don't use much makeup on my face, I think the nature has given you the good beauty, so you should not spoil it by using different products. You can use it occasionally, but not on a daily basis I think.

And in New Zealand there's sort of the opposite, in New Zealand there's a lot of tanning culture, so people see a bit of sun, so they strip their clothes and go lie in the sun, or they do

lotions or spray tanning. And how do you feel about that? That's ok because, here I think that's a requirement. Because here the, actually the sun tans your skin so badly that you have to do it. So, yea that's fair enough, for here.

But you don't agree that that's ok in India? yea I don't think so that's not ok in India. because that's basically you do it because you are incompetent in yourself and you can't carry yourself in front of others with the color that has been actually for you. So, you are not confident enough for that color, so that's the reason, and if you're not confident with that color, I don't think so you'll be confident with any other color that you'll gain from skin lightening or something you do it.

Ok, so you talked that you said that celebrities have a lot of influence on you, and you put them as a standard of beauty. There's obviously a range of females, you identified Madhuri as someone you consider very beautiful, is there someone you don't consider beautiful? mm, I, I don't remember the woman's name but yea, I don't like the girl **you can describe her** uh I don't remember her name, uh but there was a movie Aashiqui very old _ I didn't like her, I don't remember her name actually. But her face was very manly, so I didn't like her, so yea. I don't like the girls that don't have that attractiveness on her face. **And what do you mean by attractiveness, so you don't like a manly, so do you mean like a softness?** yea, softness, and there should be a little, um, caring maybe? **yea?**

So even in India there's a range of, so many people who look so different, there's girls with short hair, long hair celebrities, light skin, like has very light skin, ah Priyanka Chopra quite dark, dusky skin, so how do you feel about that? That's their natural, I think, natural beauty. And that, they should not change that. Because many people actually, try to change it, like Shilpa Shetty i think she has, she has used skin lightening, she has become fair. I, thing is, I know she is beautiful, she looks beautiful at the moment, I think before also she was beautiful, so there's just a change of her skin color, her face looks the same, her smile looks the same. And actually on your face, your smile looks beautiful, your whole face looks beautiful. So, yea. **Great, well I think that's all I have to ask today. Is there anything else you'd like to say, any last comments about beauty or anything that's changed in your perception of beauty?** Umm, no, the beauty for me has always been the same, for, even if I came in New Zealand, I don't think so it has changed to me. because, for me I knew, this is my culture, and this is the beauty of my culture and this is the other culture, and this is the beauty of the other culture. So, I, I'm like a study person, I'm an educated person, and I, I don't say I've been to each and every country but I see movie, I've seen different people, so I don't think so that the culture can change your beauty. Every person has their own beauty. **Great, thank you very much.**

Interview Transcript 6

What comes to your mind when you think about a beautiful woman? I think that the woman will look good and she will speak well.

Okay, and when you think about her hair specifically, how do you think her hair should look? Her hair should look good too. **And the colour of the hair?** The colour does not matter to me. God has given everybody a colour so whatever is chosen for the person will look nice.

What colour hair do you like? Black hair. **And short hair or long hair?** Long hair. **And straight or curly?** A bit wavy.

And if I were to ask you to describe someone who is considered not to be beautiful? I don't consider anybody to be not beautiful. It is dependent on the way in which the person presents themselves. They need to present themselves in simple and decent manner.

Okay and if I were to ask you to describe some clothing that you think to be considered nice or beautiful, what type of clothing would you consider? I think here everybody generally wears jeans and tops. It's not common to wear suits. I do like when ladies go out to a function or something that they wear saris.

And is there anything that you don't consider to be beautiful in terms of clothing? No. So long as it looks nice and it is decent then everything looks good.

Okay and when girls wear makeup? What do you think looks nice? Makeup is intended to make people look nice. It looks nice when people have nice lipstick or kajol. **Do you like kajol?** I've always used kajol so I think that's why I liked it. **And did you grow up seeing kajol being worn?** Yeah everybody used to wear it. And back when it wasn't so easy to buy we used to make our own kajol with oil and coal. It was said that wearing kajol makes your eyes look big and nice. **So do you think that big eyes look nice?** Hmmm.

So when someone is describing a beautiful girl what comes to mind? I think the certain facial features that are associated with Indian comes to mind regardless of what they wear or anything.

What about an Indian girls hair? What comes to your mind when you think about Indian hair? I think a lot of people are dying their hair now and that's fine but I think the darker colours look nice on Indian girls. This white, yellow, red and all this does not look nice on us. Whatever culture we have and what looks good on us should be maintained. It looks nice on Kiwis but not really on us.

And what about New Zealand girls? What comes to mind when you think about New Zealand girls and beauty? Yeah whatever they do is fine. They have their culture and we have ours. Whatever they want to do is fine and it suits them.

How would you feel if your children or grandchildren were to change themselves to try and look more Kiwi. They will do as they please. We don't really have much control these days. So whatever they want to do and wish to do they will do. I think that it will be okay regardless.

So what kind of things do you think influence your perceptions of beauty? For example you spoke about liking big eyes and dark hair, what kind of things do you think make you feel that way? I think it's just how it's always been. It's how it was in our village and what the village elders would

consider to be beautiful and that's how I've always felt. My mother passed away when I was born and my father didn't talk to me about these things so whatever the older ladies in the village would do and say and wear is what I followed. With my clothes and my hair and the makeup I wore and everything. But times have changed drastically and I can see that now.

So you have been here for 11 years now in New Zealand and I see that you still step out of the house making sure you have your Sindoor (Vermillion red powder) and jewellery and you often wear your traditional attire. Is it because you like wearing these things? I do but these days because of my job I am wearing all types of clothes now. I am wearing pants and tops and at home I wear salwars and when I go out I wear saris which I like. So it's not like I strictly just wear one type of clothing, and whatever I wear I like.

When you first came to New Zealand you would have noticed that people don't wear these things so how did that make you act or feel? Kiwi ladies would ask me, what is that, why are you wearing that today? And I would just tell them and they would be fine.

Did you ever feel that it was a bit too different and that people were staring at you and did it ever make you feel uncomfortable? No never, I never felt uncomfortable because of it.

So why did you continue to wear and dress according to how you would back home? Because it's my culture, doesn't matter where I live I choose to live by it as I would back home.

Okay cool so I'm going to show you some pictures of some ads now and ask you for your opinion. Which out of these two ads do you like the most? This one. (The garnier ad)

And why do you like that one? I mean they're all nice, the girls all look nice but I just like this one the most. It's just got something about it.

It's the one with the darkest hair and the biggest hair, does that have something to do with it? Yeah I think so. It's more visible as well. The other one has her face hidden kind of.

If girls my age were to see these ads, what do you think they would think? I don't know, probably just that it looks nice really.

Okay I'm going to show you two more ads now, out of these two ads what comes to your mind? I don't like this one very much (Loreal Ad). Her hair is a bit too light and her lips are a bit too thick. I like her the least out of them. It's not like she is bad, it's just that from my choice and preference I don't like her. I like the Garnier ad the most and the loreal one the least.

If you were to see the Garnier ad then would you feel like it's something that you would use? Yeah I think so.

And what about the skin moisturiser? Yeah, I do use this one actually.

And what about these other products? Well I don't think the products will suit me really. These particular products are fit for a different type of face and skin colour so it wouldn't work well with me. But this one will suit me. Like the garnier and lakme.

So do you think that people who come from India will think the same way? Other people might like it, it's dependent on other peoples opinions.

How do you think Kiwi people will feel about these ads? I think kiwis will just be like, oh it's beautiful, it's nice. You know how they are, they like these types of things. But in saying that, people my age will probably tend to go for the darker more subtle colours. I have seen that the younger ones tend to have more of the variance.

What kind of beauty products do you use? I use these types of moisturisers and lip sticks and things. **And why do you use these particular types of products?** It is considered to be good and good for you. It's meant to help you look younger haha. I generally use red lipstick or pink lipstick because I like it the most. I think it suits me the most. I tried a different colour once but it looks really weird and different. Sometimes when I put on makeup it makes me look a bit worse. It ruins my face a little bit. It changes the way I look. Kajol is nice a little bit because it's just for eyes but other things not so much because it changes me a little bit.

What is your preferred product out of all the beauty products you use? I like nail polish and Kajol.

When you go back to the village? Yeah sometimes. **And do people in the village wear a lot of makeup?** Yeah yeah, like if you see a girl in the village attend a wedding or something then you wouldn't even be able to tell that they are from the village. They do so much fashion and wear so much makeup you can't even tell.

Do you think it looks nice? Yeah it's fine. I mean everybody is doing it these days so she is doing it too so it's fine. But I mean even in the village people are doing lots of makeup.

So you spoke about weddings and occasions, how do you feel about people dressing up for events and occasions here? I like that they wear sarees and our traditional wear, its nice to see for a change and I like our traditional wear. It's what I have always seen. Especially for the bride, colours look nice especially red because that is what represents a bride for us whereas here people wear white. It's too different to us so that's why I don't like it. In India people associate white with death so it's not nice. But if I had always seen white growing up in India at weddings then maybe I would have liked it too.

If you had to choose to wear between the two types of clothing what would you prefer? I don't mind here but back in India it was always either salwar kameez or sari. Formal things like weddings or something its nice to wear sari but for daily wear I just wear salwar kameez. And here too I just wear salwar kameez.

And what about for girls my age? In regards to makeup and clothing. What do you think looks best? I think whatever they are comfortable with. Saris look nice on young girls and makeup looks nice with it. But not too much makeup, just a small amount. **And why is that?** I think that I never really saw makeup growing up so that's why a smaller amount is nice.

Okay great and any last comments? People say that whatever you wear you will always be the same. So yeah just try and be a good person and don't try to change yourself and yeah.

Okay great, thank you very much for you time.

Interview Transcript 7

What is beauty to you?

Uh, I have to give answer in Hindi or in English? **Either way it doesn't, it's your choice.** Beauty means, is what I feel is that the girls should look, it doesn't matter but the girls should look beautiful the thing is the people who look to her like they should feel that the girl is really beautiful it not like outer body it comes from the inner body. **Yeah.** So, it shows your body language, your appearance then maybe your behaviour. **Yep okay.**

And when you hear someone say 'beautiful woman' what do you think?

Beautiful womens means she looks very beautiful and her get up is very beautiful, the clothes which she is wearing is very beautiful. **Yeah, what kind of clothes do you think is beautiful?** Depends on the culture, like if you are biologically belonged to Indian culture then maybe if she looks beautiful in sari or like Indian dresses but if she is from other culture then maybe it suits her that maybe she looks beautiful. **Yeah, what do you like more? Indian sari's, salwar kameez or do you like the jeans-** in which you are comfortable and honestly are comfortable in all kinds of clothes, sari's churidar, dresses, patiala, everything. **Yeah.** So, I love to wear all kind of dresses. **Yeah and what about jeans and tops-** Yeah, even I'm comfortable in that so.

Yeah, okay, and when you think of a beautiful woman, what do you think her hair looks like?

Hair? **Yeah.** Yeah, biologically it should ah like her, I'm thinking it should be like a according to her face and according to her personality because few people like straight hair, few people like curly; so it depends on her like face, if her face is up to curly hair then maybe it looks how you have curly hairs like that.

Yeah and what colour do you think her hair should be?

Ahh, I like black so, I would go for the black when it depends; few people love to do highlights with the different colours. **Mhmm, but you prefer black.** I prefer black.

Yeah, cool, and what about her skin, when you think about her skin, what do you think?

Skin should be not too much fair not too much dark, should be right middle, **Medium skin tone?** Medium skin tone yeah. **And what about her eyes?** - Eyes should be black. **Yep, and big or small or in the middle?** Middle. **Yeah, okay.**

And when you think of someone who's like you know when people say oh, she's not beautiful or non-beautiful girl, what do you think?

I don't think so people can judge from the outer body as I said earlier, they have to look the behaviour of what she's up to and then she can like anybody can make her how she is not up to outer side. **Yeah, so it's definitely a personality.** Yeah, yeah...

And when we add in the word Indian, what do you think of when you hear the word/term 'beautiful Indian girl'. Like we've talked about girls in general but if someone was like 'picture in your mind a beautiful Indian girl, what would she look like?

Ah like a celebrity or? **Yeah can be a celebrity, who's a beautiful Indian celebrity?**

Mhmm, according to me there are many, one is Jennifer Winget the other one is ah, these all are TV actress's so other one is Anushka Sharma and ah, yea Drishti Dhun **Yeah, cool**

If we add in a New Zealand, like the word New Zealand, when you think about Kiwi girls or New Zealand girls, what do you think a beautiful New Zealand woman looks like? What do you think her hair colour is, what clothes do you think she is wearing?

She should wear, I think, other, up to her mood, I think. And the hair should be white, if she is New Zealand. **Yeah, like the blonde kind of yeah.** Yeah. **And what kind do skin do you think she has?** Fair. **Fair skin, and what kind of eyes?** Blue or yeah blue. **Blue, okay.**

Why do you think you've formed these opinions of beauty? Like what is it that makes you think, you know, black hair looks nice or black eyes look nice, why do you think this?

Yeah because biologically I like black colours so, even I like black long hair, since my age ago from my childhood, I was watching all the women's in very black hair and she looks all the beautiful. That's a fact, even now my hair is long. **Yeah. And even like the Indian culture is very about long and black hair, so does your mum have long and black hair?** Yeah, she used to have now not, because she has a lot of problem with medicine and all; so, she have trouble to have volume, but she used to have- **long hair-** because hair, because of her inherity I have long hair. **Yeah, so everyone you see would have long black hair.** Yeah. **Because your friends and at school and-** yeah almost my older friends have the wrong hair. **Yeah.**

So, do you think like, so you've been in New Zealand now for two years, two and a half years, do you think your opinions of beauty have changed?

Yeah. **Yeah.** It has changed. Earlier I used to belong Indian, and I used to belong a very small town and I was not knowing much about how to behave, how to look like if you want to go outside, especially in the office work or somewhere, but after I came here, I learn that if you really want to look beautiful then you should follow some steps, even the Indian people do the same things, but how society can afford that in middle class but yeah after coming here even I thought, yeah this is the right way to follow the steps if you really want to look beautiful. **And what are those steps?** First thing is ah, you should put focus in your body, then second thing is your skin colour, if you can make it really good, if you if it's in your hand, and if you can't do it then leave it. If it is in your hand and you can do it, then maybe you have to take care of your skin. **So, what do you mean by skin tone?** Ah. **Do you mean like a fairer skin tone or a darker skin tone- No.?** **Do you mean skin type?** Yeah skin type means for example, I have the pimples, but if you really don't care about it, it'll get worse. So, you should take care of these things, maybe if you can it'll improve your personality. **Ah okay.** So, this kind of care small cares about your body. **Yeah so-** it'll make you look beautiful. **Yeah, so you didn't used to do this when you were in India?** I used to but I was not more about few things which I came to know here. **Yeah, so what in particular did you learn here?** Specially for your food, **Ah yeah.** So, this kind of food can equal this kind of food and the food in which I get here I didn't get there. So that a thing. **Okay, and what type of food is this?** Ahh, like fruits, new fruits, broccoli, then for example, um, blueberries. **Yeah, do you like broccoli?** No, I don't, but I eat it- **but you eat it anyway... and do you like these changes?** Yeah, I like the changes. **Yeah, it makes you feel better?** Yeah, it makes me feel better yeah. **Yeah.** Somewhere I feel like I feel that life was also good, but I'm thinking that this life is good I think I can make it more better if I were to continue on these steps.

And if you, when you like on a day to day basis, do you wear make-up?

Not regularly but when I have to go outside- **When you're going somewhere else, yeah, so what kind of make-up do you use?** Eyeliner first, I think eyeliner is my favourite thing, eyeliner, then lipsticks- not too much, then little bit foundation. **Mhmm, so what kind of colour, what colour lipstick do you wear?** Depends on my clothes, but usually I, I use the light red colour, or light purple. **Light purple or light red, nice.**

So, I'm just going to show you some photos now of some ads, and then you can just tell me what you think about these ads. So, there's this first one here- Yeah, like me, **Yeah. So, what do you think about this ad?**

Lakme is a very popular brand first of thing. Because it is all around this product are all around the world, you can get easy. So, I think every woman has, has hair, they should have this kind of product, like ah, especially for skin care product, like lipstick or eyeliner or something, they should have [9.54 unclear word] because this is a very, very good product, even I have used in India.

Okay, and when you look at this ad, what's the first thing you notice?

It's about moisturiser, so the girl may be whatever the picture is given, she is using this kind of moisturiser, it makes her skin look beautiful. **Yeah. Do you think, do you like her skin?** Yeah. **Do you think it looks good?** Yeah. **Do you like it? No, you don't like it, why not?** **laughter from other people in the room** Yeah.

Would you use this product?

Yeah, if it will to my skin. **Then yeah.** Because it's really sensitive so. **Okay.**

When people look at this ad, what do you think, what do you think, what do you think this ad is trying to tell people to do? Or tell them?

They are just doing the marketing of this product, so maybe they can buy more and more if they really want this kind of skin tone then maybe. **Yeah.**

And do you think that when girls, young girls, what do you think they see? We should also like like this **To look like her?** Yeah. **Do you think it's a good form of marketing?** Yeah. It looks. **Mhmm, yeah.**

And do you think other people will use this product? What kind of people do you think would use this product?

Uhh, honestly speaking, girl who is more from what I can say, not fair, not dark tone girl. They thinks to use this product. **Because?** Because they want to keep their skin moisturise for the long hours and I think this product is giving the 12 hours long, yeah 12 hours long moisturising, maybe for that things. Specially the ladies who are more working women. **Okay.** They want to prefer this skin, they can't do it early time, every time, so maybe once applied, 12 hours.

Yep. So, I've got another ad here, this is a hair dye, Yeah, Garnier. Yeah, so what do you think about this ad?

Garnier, not sure. Okay, yeah. Those who have a very like fond of to do, er, colours, to their hair, maybe this a good product. Because my mother used to use this. I know that. **Okay.** She has a very white hair in her front, so maybe she. **My mum does too.** Yeah, she- **It's a mum problem.** Yeah, she is

using the Garnier. In India it's not too costly but it was costly when she used to do that. But then she used to use that.

And what do you think about this model?

She is really very beautiful, Karishma Kapoor, **Yeah**. So, I don't think so, anybody can judge her by looking to this picture but, she is very beautiful, and I think if she is doing this advertisement then this product has something to show that maybe. **Yeah, and do you like her hair?** Yeah. **Do you like her hair?** I can see her hair properly, but I think I can see her hair properly.

What do you like about- between these girls who do you like more?

I like this one; because I don't know what's the name of this girl, but I know her like. **Okay**. According to film industry. **Right and she's something that you like, you find her beautiful?** Yeah. **Okay**.

Do you think when Indian Immigrants look at these, they think the same thing?

Yeah, few. **Yeah. Because they're recognizable celebrities?** Yeah. **Yeah**. So ah, if you are to tell me to choose two products out of this two I would just go for this one because I know her very well, so I can just say 'oh she's using this product, maybe this product will be good.' **Mhmm, okay**

And what kind of standard of beauty do you think that India is trying to set with these ads?

Depends like, on, the persons thought like er, if you want to use this kind of products then it's up to you. Like if you can afford it, if you think it will suit to your body, then you can use it otherwise if it is not, then you can just try. It up to you.

Okay, yeah. So, I've got two more ads here. And this one. Yep. So, don't worry about the brands for a second, but you just look at the models, what do you notice when you see these ads?

Erm. I must say this is for the hair because the hair is, the hair part is more focused than this is the for the skin, because the skin looks very brighten in this one, compared to hers, so these are the two difference. **Okay, so when you, what kind of standard of beauty do you think is demonstrated in these ads?** This is a like er

Sorry. **That's okay. Yeah, so what kind of messages do you think these ads are trying to send you? All of these ads?** These ads are just showing the message that if you buy this kind of product, then maybe your skin or hair will get this type. **So, do you think in a way their trying to say that this is a good type and you should look like this?** Yeah. Yeah maybe. **And do you agree with that?** Yeah because with some product not with the holes because I haven't used Neutrogena, so I can't say anything about this, but I have used the Garnier lakme and loreal personally I am using right now, so I can say yeah that's a good brand. **Yeah**.

So, when we look at all four of these ads, which four, out of all these four models, which one do you think looks the nicest? Who do you think is?

Mmm, I think this one. **This one here?** Yeah. **And which one do you think looks the worst? Or you don't like yeah that one?** Yeah. **So why don't you like that one?** Personally, because I don't like the hair colour, first thing. **You don't like blonde hair?** Yeah, I don't like this colour, and ah the way she looks up, it looks a little bit like cheap. I can say in other words, it doesn't suits her. Like if you really want to do marketing, I don't think so, this is the good picture, because she looks really cheap, I think. If you want to show a beautiful woman then I don't think so this is considered as beautiful. **So, what**

about her do you not like? The hair colour and anything else? Yeah hair colour, the way she gives her picture maybe.

Yeah, okay. If you had to use any of these products which one would it be?

Err, Loreal Paris, even the Lakme.

So, I'm just going to end this by asking you a few questions about um, well firstly do you, why do you think these models were chosen for the ads?

Well maybe they were worldwide popular? **That's why.** That's the reason. **Yeah.** I don't know all of them I only know one. **Yeah.**

Um okay, and err, okay so. When we look at these ads, some of these are Indian products, some of these are western, but when we think of Indian products in particular and Indian marketing, there are a lot of products out there like um are used to change the way you look so, for example, skin lightening products like fair'n'lovely, skin bleach and whitening. What are your thoughts on that, what are your opinions?

Yeah, actually they are also very good product. People are using in India because they can afford this kind of product. Specially. So, they use that product so its good product. **Do you think its okay for someone to think that they should change the way they look?**

Yeah, it's up to them if they really want to look better than.

Yeah, great; and what about in New Zealand, in India it's better for you to have fair skin and to you know, so people try and sue fair'n'lovely for that but in New Zealand tan their skin and they put on tanning lotions and they go in the sun and they lie down to get darker skin. So, what are your thoughts on that?

Yeah because of the weather here; but the thing is I don't think the way it's too much bad so they need to put on a lot of lotions it's up to you, because I came here, honestly speaking when I came here my skin tone was not too much what I have right now in India there is a sun that's very hot but here it's not like that so maybe this is the better. **Yeah, this is better?** Yeah.

Yeah. What is your preferred beauty product?

Mmm, eyeliner. **Eyeliner, because of it, do you think eyes are a big part of beauty?** Yeah. **Is it something that you look at first when you see someone?** Yeah.

Yeah, okay. Is there anything else you want to comment about in terms of beauty? And how anything that you find beautiful has changed?

No, it's up to different persons so maybe, what I'm thinking isn't necessarily what you see and what you think.

Yeah, do you feel more comfortable in your own beauty in India or in New Zealand?

New Zealand. **Because?** Because in India few people have steal like my [20.49 unknown word] if I do lot of thick lipstick or thick eyeliner, then maybe how I say that this model looks cheap, because she applied a very thick liner and the lipstick colour is also not good, so maybe people can judge you in

this way. In New Zealand I don't think the people care about anyone. **Yeah, you can wear whatever you want.** Whatever yeah. **Yeah.** So that's the thing that's the difference, in India you can't really wear such kind of clothes or such kind of like you know make-up, here nobody cares. Whatever, it's up to you.

So even though nobody cares, would you wear something like that?

No. **No?** Because of the culture and because of the elders. **Yeah.** Yeah. **So, that's something that's always going to be there with you?** Yeah.

How do you think your, so you know obviously you lived in India, it's very strong culture, rich in culture and you've moved to New Zealand and everything is very different, and the culture is not the same. Do you think that what you have and what you felt is still there or has that changed because you came to New Zealand?

Yeah. Still in some part it is still there. **Yeah, and what has changed?** Few people has changed it, means the fashion and the product in which I am using here. I have seen the few peoples those who are using that same thing, but the other people who are not using it are always criticize them, like see how they are using. So that's the part. Few are just trying to make it better, and few are I think are pulling the legs. That's the thing. **Yeah, okay.**

So, when you're here and for example we go to Indian communities and stuff like that, what would you prefer to wear?

Uh, depends on the occasions but I wear sarri also, I wear dresses also. Anything. **Anything.** Anything yeah. **And you feel comfortable in that?** Yeah in all the things. **What about if you were in India?** In India then maybe I would choose for the top and leggings, because sarri is not comfortable in India. **Ah oka.** Because of the hot. **Because of the heat, it's so hot there, that's fair.**

Do you have any other last comments about beauty? Anything, clothing, makeup, hair?

No. I just want to say that the girls should wear whatever she feels good. That's it. Never listen to anybody's things. She should feel comfortable that's the thing.

Okay, perfect thank you so much.

Interview Transcript 8

Okay, so to begin with, what is beauty to you?

Beauty, it's the way we look or, it's the way which allow us to look, I mean like if you use some beauty products that can change your body, I mean that can change your skin tone, like that beauty or something. It's, like, mmm... Expression of art or something.

Yeah, great, um. So, what do you think of when you hear the term beautiful woman? When someone says beautiful woman, what comes to your mind?

Oh, who have glowing skin. **Glowing skin.** Yep, er, like if she like, if she look physically fit and ahh, if she, if her skin tone is very good, like without any marks or something, and whenever, like if she has an attractive face, then I'll be [1.15 unknown word] then she is a beautiful woman.

Yeah. So, you've talked a lot about skin, so is that one of the first things you see in a person? When you meet someone is that sort of-

Oh, what I, err, generally I look into their eyes. I feel eyes are most attractive in any person, and then apparently their skin tone, lipstick.

Yeah, in terms of their, like a person's features, would you say eyes are the most prominent feature? Yeah. That you look at first, so what kind of eyes do you think are attractive? Like there's big, small, light eyes, dark eyes

Big eyes, and sometimes I like cat eye people also. **Ah yeah.** Er, I find them more attractive; I'll be staring at them a lot. **Nice! And what about the eye colour? Eye colour? Yeah.** What about eye colour? **Do you prefer dark eyes or light eyes, so people who have blue eyes, green eyes?** I prefer dark eyes, but I like to see blue eye people like that cat eyed people.

Okay cool, and would you be able to describe something that you think is like non-beautiful? Or something that makes someone feel non-beautiful or look non-beautiful?

Like example, can you give me an example? **Like some people say that lots of scars or blemishes make someone look unattractive, so-** Ah, when I find some people are having a black spots, I mean like nowadays its fashion, but I don't like that. I mean like, some spots, I don't what this is called, nowadays are faking it right, they are putting some mehendi cones or something colour kind of thing. **Oh, like freckles?** Yeah like that yeah. I don't like that. If I see people with that, I feel scary, I feel like their having some kind of disease or something. **Ah okay, yeah. It just doesn't look um-** It just doesn't look good for me.

Okay, and um, so if we added Indian what do you think when you hear the term 'beautiful Indian woman?

Oh, I feel most of the India woman are attractive, they have a good, like in India we call it as colour, colour means attractive. I mean like, oh, we are more into the attractive face, we don't care about the skin tone much, but we do care if like you are attractive or not. Most of the Indian woman do their own beauty products like, healthy, basin, they mix it and they put and they apply on the face, they are more into natural treatment, that make them more beautiful I feel, olden days all the Indian would be, all the Indian woman would apply haldi to their face. So that their face wouldn't get, I mean their face wouldn't get wrinkles early or er, it would not get that easily. Yep, I feel like that.

Yeah, so when you, when you think of a beautiful Indian woman, what kind of, what does she look like? What kind of hair does she have? What is she wearing?

Generally, in India, after coming here I have seen most of the Indian girls are doing stating, they're applying some make-up or whatever it is. But in India, most of the women, most of the working women, don't do that. Er, they go as they like or mostly, they are applying some kind of moisturiser like fairness, that's it, but here, I observe it, everyone apply at least a little bit of make-up, but in India they won't do. Not mostly, mostly they would do. What was the question? **What do you, what comes to your mind when you think of a beautiful Indian woman, like in terms of her characteristics, the colour of her hair, how long her hair is-** Ah yeah, I like Indian woman with long hair and ah, with eyes, with beautiful eyes, having Kajol on it, and ah, having some red lipstick and skin tone, I don't care much for it. I look at the skin tone, if their fair, okay, I find them more beautiful.

Great, and if we add in New Zealand or Kiwi, so, what comes to your mind when you think of a beautiful New Zealand woman?

Erm, to be honest, I don't know who is a New Zealand woman or like, because everyone is from different countries like I used to think that all the fair women or the other one with white skin tone are Kiwi people, but I went to an internship, there have met lot of people they are from different countries, but they're not from New Zealand, so to be honest I don't meet any women from New Zealand, but oh like, my neighbour is a New Zealand, she don't dress up, they don't try to dress up very much, they want to look simple and they are very conscious about their health, beauty, that's it. I don't know much about New Zealand woman.

So, if someone were to say 'picture a New Zealand woman, you wouldn't be able to have one image, it would be-

Mostly like a foreigner, they look, **fair skin tone**. Fair skin tone, most of the women are healthy, and most of the women have the spots on their face. That's it. **That's it, and what colour hair would they have? In your mind, lighter or darker?** Lighter, not darker, definitely not darker, but they try to style on some colours on the hair. Mostly lighter, and they don't have the broken kind of thing also, they do the tint, I guess. **Ah yes, they don't have the dark eyebrows yeah.**

So, what do you think re some of these things that have formed your opinion of beauty over time? So why do you think, so you have said you like big eyes, and you like a clear complexion, so why do you think these things have formed?

Why do you think these have formed? **Yeah.** Ah generally, my movies. In movies, heroines are like that, so we feel that if a woman have this kind of, kind of, characters, no not characters, this kind of. **Features?** Yeah, this kind of features then they look beautiful, we think like that. Olden days most of the Indian film heroin wear from India itself. Nowadays most of the heroin are from some other country, or some other state, so all the heroines are fairer, having beautiful eyes, so because of that, everyone have their opinion, she look like a heroin, she look like an angel. They'll say what. I feel due to, because of movies or because of some TV actors or something, we get to know that this is beauty, this is beauty. **Yeah, so kind of media, and what media portrays.**

So, can you give me an example of an Indian actress that you consider beautiful?

Anushka from Tollywood, and er, Deepika Padukone from Bollywood. **So is that Anushka Shetty No, oh Anushka ya ya shetty Yep.**

Cool, so would you think that any of your ideals of beauty have changed? Over time?

After coming here? **Yeah after coming here, after time or, however.** Yeah, like when I was in India, I used to care about my skin, I used to, I always wanted my pimples to be lost, I want my skin to be clear, but after coming here, I want my skin to be fairer also. I wanted to be fairer, and after coming here I'm more into inside thing, like, I've realised that beauty comes when you have a good food, when you consumes very, when you consume good food, in India, like, when I was in India I never used to feel like that because here we don't have rules on that, because of that of I was getting lot of tan, I don't know, my skin was becoming the till after coming to New Zealand. In India, when I was in India, it used to glow a lot, but I may not look fairer now, but in India, I was like wee brownish colour, wee brownish colour and a lot of glow in my face, but after coming to New Zealand, I feel like beauty only comes when you take good food, good nutrition. **Take care of yourself. Yeah, so do you, would you feel more comfortable with how you look now or less comfortable? Or the same.** Same mostly, but after coming to New Zealand I'm more into my beauty thing, like, I want to look more fairer, I want to look more clear, because when we are clear, when we are more fairer, we look, not fair, it's like more attractive, when, we have a lot more confidence I feel. The way we look or the way we dress up, that also matters. I think.

Great. So, we're going to look at some ads now. I'm going to show you a couple ads, and I'm going to ask you some questions about these ads- If you don't feel comfortable there you can sit here- **No, it's okay, thanks.** Because one of my friends kids jumped there and the spring went down. **Oh right.** Because of that there's a low there. **Okay sure. So, I've got two ads here, one is obviously a hair product and one is for a beauty, like a facial moisturiser- great thank you. So, can you describe what you first see in these ads?**

It's about hair colour. What should I say? I should say about this advertisement or about this woman? **Just the whole thing, what do you see first?** Okay, when I look at this picture what comes into my mind, I have to tell you that. Okay, by applying this cream your hair will look like this and erm, she is beautiful, erm. She is very beautiful with this long hair and I also kind of want to have that hair. That's it. By looking at this, I felt that this fruits which they kept here are more really for skin, and this is made from this kind, this fruits, the avocado, apple. Apple or peach- peach. And erm, that's it.

Okay, and why do you think these models were chosen for these ads?

Because they are attractive, they are, they have a good skin tone, most of the models don't have a good skin tone, they put on the make-up but some people look great when they are on camera, more than off-screen, so I think they are very good at camera, they have the attractive eyes, attractive face, lips. Yup.

Okay, cool. So, what kind of people do you think these ads are directed at? I don't get it. So, who do you think these ads are trying to target?

Oh, to normal people, like who are more into beauty conscious who want beautiful skin, they'll attract those kinds of people. If I am feeling sad, that I'm not good, other people are good, I want to change my face, I want to put some beauty treatment, and if I see this ad obviously I'll go and pick this and I'll start putting it, so that I feel like I'll become like her. I'll have good skin. **Yeah, do you think this ad is trying to tell people to look a certain way? Or this is how to look? Yeah?** No, not

how to look, but it is telling that by using this product, this kind of hair or this kind of face you'll have. **Mhmm, and that's a good thing?** Mhmm.

Okay, and do you think that there are people in these ads, so these people are obviously targeting certain groups of people, do you think there are groups who will look at this and think no I don't want to purchase this because then it's not targeting them? So um, do you think someone will look at this ad and be like ' I don't want to use this product' or do you think it caters to everyone?

No, it's not for everyone for sure I'll be not using this maybe I have used this. I already used it, in India, not here. Generally, like if its, if they feel that this is what I want, or else not.

Great, and when you look at these is it the main model that communicates to you, what is the first thing that you see?

Face. Skin.

What standard of beauty do you think is reflected in these ads?

I don't know what to answer. **Um, so like, so when you look at the specific characteristics like she's got dark eyes, nice skin, pink lips, she's also got dark hair, fair skin, dark eyes; so, do you think they are trying to say that this is what beautiful is? This is what beauty is.**

Yeah, yeah. They're like, this is one type of portraying people that use this because if you don't have this kind of media, this kind of advertisement, we would not know that this is beauty this is not, **Mhmm**, By looking at this poster many of the people start aiming that they want to look like this or, most of the wiser girls, they feel like a beautiful woman should look like this. Yeah, by this kind of posters and this kind of advertisements only, people will get to know. **Yeah**. What is what. **And, do you agree with this standard of beauty? Do I? Do you agree that this is um, it's okay for people to look at this and think-** No I don't agree with that. **Yeah**. It is not, like, this is not real beauty we can put make up and we can also look like this, but real beauty comes when you are confident, when you are glowing from inside, I mean like, when your toxins everything. Like is removed from your body, you look more glower like that. That time, I feel, you are more beautiful. **Yeah**.

Great, um, so would you feel differently about these ads if the model was to have different hair colour, or different skin tone?

Yeah, obviously. **Mhmm**. If she is having a red colour or a green colour, then we wouldn't feel comfortable looking at them for this time. **Yeah**. For a long time. **Yeah**.

Okay, and um, what kind of like messages does this ad send to you? You've already said that it it kind of says, um, if you buy this ad, then you'll look like this. Is that something that you feel is portrayed in both these ads?

Yeah. **Yeah**. That's it. I already told, by looking at this ad, your hair looks like this, by putting this your skin may glow like this, that is what they're portraying. **Mhmm**.

Great, so do you think that this is something that is commonly felt among Indians? And among Indian immigrants, do you think this is, how you look at this ad is how most Indians will look at this ad?

Ah, ah, I can't answer this. It's not for everyone. **Yeah.** There some people are mature, some are immature, it depends on their own perspective, so I don't agree with that. What I can think is, most of the Indians can get attracted by this kind of advertisement, the more you are advertise in India, the more product will be sold. Yeah, because everyone beauty conscious all the girls are beauty conscious. **Mhmm, and why do you think they are so beauty conscious in India?** Because, a population is high, and er, like, we, all the people come back to others a lot in India, I feel like comparison- are you comfortable? **Yeah, yeah I'm fine.** Comparison is more, so generally, I have looked at Indian girls and they compare themselves with others I used to do with, I also used to do a comparison with one of my classmates. **Mhmm.** Mmm, yeah, that is the main reason they are into beauty. **Yeah, and do you think it's less so in New Zealand?** Yeah. **Yeah.** Most of the people here are there selves, they are not like, they are not faking anything, they're like and this, I'll be like this, that's what. But they put on some make-up that is secondary but they're confident in what they do. **Yeah, and do you wish that is something that is in India as well?** Yeah. **Yeah.** Er like, we are a country where clothing and this beauty and hair styles are, hair styles, those business are in top in India, because of this, because of this comparison or because of they want to do, they want to get fairer, they want to get straight hair like that. **Mhmm.** Sorry, I was unable to convey properly. **No, that's fine.**

So, do you think like when, for example, if New Zealanders were to see this because these models, because this is an Indian ad, do you think they would see it differently? Or they would see it as a normal ad?

Who New Zealanders? **Like, Kiwi woman.** Okay, Kiwi woman looking at this they would yeah, yeah they would. Er like, they would look the same. **Yeah, there's nothing really that would be any different?** No. **Okay great.**

So, I'm gonna show you two more ads now, um, so these are hair products and beauty products as well, but obviously from a different region. So, what is the first thing you notice when you see these ads?

Er, by looking at this Loreal advertisement, I looked her at, her hair colour and her make-up and her lipstick. **Mhmm.** She's attractive, but her still is not good. **Yeah.** Well looking at this, mmm, I look at her cheeks. Her cheeks which are she kept some of her blush, I guess. Yeah. I find it, beautiful. **Okay.**

So, which of these ads, out of these two here, appeals to you more for hair products?

Without reading this, or after reading this? **Um, what happens without reading it?** Without reading it, without reading it then, I can guess that this is more into hair advertisement. After reading it, then I felt this is more attractive. **Mhmm, so this one says, 'no mess, no colour, just beautiful colour.' and this one says 'its colour that moves you'** and it'll also like it will end, her dull hair, so I find this more beautiful than this. **Okay, great.**

And um, for face products which is more appealing to you?

This. **Yeah.** Because of this attractive colours here and attractive face hear, but getting into brand, then mostly this is fine, then this. **Okay great.**

Um, so when you look at all four models and if we don't think about the products, just the model, what do you- which model best fits your definition of beautiful?

Mmm, both of them- **These two?** – So, this Garnier and Lakme girls, they are more beautiful. **And what is it about them that makes you pick them?** Mmm, they are looking more attractive than the both. They are stylish, they are more like, confident, but I found them as more attractive than them. **Okay great.**

And, what- if you look again at the four models which one do you least associate with beauty?

This. **This one? And why is that?** Because of her, she's not good. **Yeah you don't like her features?** Yeah, because of that I feel that is less. **Okay great.**

So, when we look at these ads all of these products are designed to be a bit enhanced or changed the way you look, either you change your hair colour, or you enhance your facial beauty or something like that. So, there are a lot of products in India, for example, like fair'n'lovely that change, essentially, they're a skin lightening agent to change the way you look; and how do you feel about those products?

By using fair'n'lovely, you'll seriously see some fairness in your skin. I think they use lot of chemicals in that, but sometimes that is very useful for people like us. By applying you will look some, like, one time more fairer, so we feel more confident. **So, do you associate fair skin with beauty? Or more like, where do you place fair skin in terms of beauty?** Skin colour, I'll put it in last, because I'm more into the attractive face if you look, or if you look whatever it is, but if you have an attractive face, I'll find it more beautiful. **Yeah, so skin is colour isn't really anything you pay attention to yeah.**

So, for example in India, it's, the fairer skin you have the better it is, that's just it is, that's how its perceived in some places in India; whereas some places in New Zealand girls want to be darker, so they go lie down in the sun to get a tan, or they go to, they put on a fake tan to look darker, and how do you feel about that?

That is really great because I agree with your point that; in India most of the people are like, if you look fair they feel that you're beautiful- I have a friend, most of the boys generally look at the fairer woman, we are like yep, she's fair, she's nice, but they never look at her darker skin, not never, most of the people don't look at darker skin, though they have an attractive face. Generally, people tend to look at fairer skin, without any attraction in their face. The way New Zealanders are getting tanned or doing the like want to get black, that's really very good. That will help some people, some people with very darker skin feel, like when, they feel low when someone criticize them or something. **Yeah.** So, this would boost them. **Yeah this will help change that.**

How do you think, this mentality, like obviously you feel, that, and I also feel that skin colour doesn't matter, it is what it is you can't change it? Um, do you think that this mentality will catch on in India, because it's not a common opinion. A lot of people do care about skin colour, do you think of a time that that's something that can change?

Yeah, mostly. Now, before they used to think about that, but nowadays people in India are getting a lot more mature. So... **And why do you think that is?** Because, because of the indication, like they are getting to know because of future, they are, getting to know what beauty is, like, they are, they are, with videos like, videos with darker skin also. I think that is the main thing. **Yeah,** But we never have a heroine who looks darker, all the heroin are the tv actors or whatever. Women come in media are more fair, because of that most of the people are feeling spoiled.

Yeah, so there are a few actresses like Priyanka Chopra, who've got darker skin in comparison to some other actresses, how do you feel about that?

Yeah, part is great, and her achievement is also great, but she also put on make-up, she also look fairer, the same thing happens. **So, there was a lot of talk that her, even Deepika Padukone have gone through skin lightening procedures, do you think that's because there's so much pressure to look a certain way? Because we can admit they're very attractive girls, they look very beautiful, but they also they also needed to change to look a certain way.** Because they have to excel in the Bollywood. They felt- I think - according to my perception, I'm telling my answer. I think they felt, yeah, if we have a fairer we can excel in our position; because most of the directors find people with attractive as well as fairer skin more. **Yeah.** More, they want, want to take those kind of people. **Yeah, and it's not just girls also apply to boys as well?** No. No, no. In India, like most of the Indian actors are not so fair, they are wee brown. **Yeah.**

So, you're from south India, so south Indians generally have darker skin tone than North Indians. Yeah, North Indians are totally fairer. **Yeah, so, but I have, I also see south Indian films, in Hindi dub because I don't speak south Indian, but every time I see those movies, the actresses always have very, very fair skin. Like, I've never seen a south Indian movie with a dark skin girl.** Yeah, so that is what I was telling you, because of that only, all the boys who are woman are thinking that 'beauty is skin type'. **Yeah, which is so weird because, in Bollywood, I can kind of understand, but Tollywood is literally South Indian films, so it's a representation of south Indians and there's no one in there with dark skin. So how does that make you feel as a south Indian?**

Um, I never thought about this. **Yeah.** But I feel that people encourage darker skin also, so that some people with darker skin can boost their confidence. Nowadays they are advertising in this way also, but the advertisement is rubbish, like, for example I guess it is fair'n'lovely only. The advertisement was like, she was looking very black, like dark, so she was not feeling confident. After applying that fair'n'lovely she started becoming fairer. **Yeah, and happier.** Yeah, **yeah.** How would that be possible? Unless you're from inside, how can you be happy from outside? So, by this, sorry, by this people are thinking that when you have a great skin you feel happy. **Yeah.** Almost they are trying to put the same thing right in the advertisement. **Yeah.** So that kind of ideal should change, then there should be more advertisements like have a real look, you should look confident, then you'll look beautiful, then most of the people are they'll be confident with whatever skin type they have. They don't try to use all the beauty products to make their skin whiter.

Have you personally have, ever had experiences where you've felt like you've needed to use um skin lightening products or look a certain way.

Yeah, after coming to New Zealand, I have a lot of spots here- I don't know why- Because of hormonal change I guess. **Mhmm.** So, I was becoming darker, and now I really want to get whiter, so now I'm putting all this stuff, looking all the beauty products and started putting everything. **Yeah.** So now I've realised, inside I should also be very good, not only outside. So, I've started eating healthy, nowadays I'm totally into salad or something. **Yeah.** So that most of the time I get a result after three months or something. **Yeah cool.** And in India one of the biggest minuses, people want immediate results, **yeah,** like if you put something you have to look white. That is what fair'n'lovely do. When you put something, you look one time or two times fairer. **Yeah, whereas in it's a gradual change.** But here we have to wait like, I've been, I've started using oil, rosemary oil I guess, so it takes time. It took me three months, I guess. **Yeah.**

And so, this, you came to New Zealand and because of the sun your skin was getting darker, and so you started using these products, but in New Zealand, like you said, there isn't really a particular skin tone or colour, because like I said people here want to go darker, so what made you feel, is it still because it must of still been the Indian, like the Indian standard of beauty that you

were, you had, that was making you feel like you wanted to change back to what I was looking like?

No, I don't feel like that. **Yeah.** But I want to look fairer, that's it. **That's it yeah.** More than India, I want to look fairer, because most of my relatives who are USA or something they came to India, looking more fairer or something, more the hair also, the hair is more stronger than before. So, I also want to be like that. **Yeah.**

Great, so when you, if for example you go back to India to visit, how, do you want to look a certain way when you go back?

With lot of glow on my face and without any marks. **Yeah.** I want my skin to be clear. **Great, and that's not because you live here or because you lived there that's just a general.** Mmm. **Yeah.** Because of the food I consume here, I started, before, previous like, for a month I used to eat a lot of junk food, all the oil stuff, deep fried, because of that we get pimples, so after I use that, so obviously I'll be getting uglier skin. **Yeah, great, do you feel quite um, in terms of what you look like and when you go back, do you feel any kind of pressure going back home? To look a certain way?** No. But I'm always like, you have to look fair, if you come here you have to look fairer, she don't force me but she's usually like, like people have, like, obviously I'm a foreigner now if I go there, so they're like, they treat me that way, they want me to look great in my skin colour, mostly people look at your skin colour. **Yeah, and that's why.** And that's why yeah.

Great, um, so do you have any last comments about these ads or standards of beauty or anything in general that you'd like to conclude with?

Nah, that, I've already told you previous, I mean like, I should not be like ordering that by using this, you'll be getting fairer, it should not be like that. That should be more like beauty is what you have, you should feel happy with what you have. Yep, it is good that your skin is clean, that is okay, but it's not like fairer skin is only good. Those kind of ads should not be encouraged. **Mhmm, um so speaking of health, what do you think about body types? What kind of body type is ideal to you?** Lean, I really like slim, because those people you can walk a lot, I feel, I feel gain weight, I've almost gained 7kgs in six months, so now I feel like lazy, a lot lazy, I procrastinate a lot now, before I used to be very active. But now, not like that. **Yeah, so, just as a general health like you know, you are more active if you are slimmer.**

If you've noticed in New Zealand, a lot of the girls are in to the muscly bodies and being very fit, not slim, fit and muscly, how do you feel about that?

Good. **Good, yeah.** That is if you have that kind of body then you can walk very hard, I think. You can lift weights, generally girls are not, generally girls are meant, like, girls are not for lifting weights. **Yeah.** But after this, we can feel like girls are everything, we can do everything, we can lift the weights also.

Great, that's awesome, thank you so much for your time, I think that's pretty much all we had to question, is there anything else you'd like to say? No, we've covered all basis pretty much. Awesome thank you.

Interview Transcript 9

Okay, so to begin with, what is beauty to you?

Physical appearance? **Mhmm.** Depends like for some people, different perceptions but if you're asking the context of appearance it is like how a person looks or the personality when you first look at the person, what you feel on how the person is. **Mhmm, um and what are some of the first things you look at when you think of physical appearance?** The way they dress, the way they talk to you and mm yeah communications and dressing.

Okay great. So, what comes to mind when you hear the term 'beautiful woman'?

Someone who you feel that an attraction to. Depends on a different person perspective what they feel that the person, or the woman is beautiful; like some of them they like really skinny people, skinny woman some of them, they like a bit long. It depends.

Yep. And so, if I was to ask you to illustrate a beautiful woman, what kind of characteristics come into your mind? Like you talked about body size, what do you consider to be?

Ahh, what I mostly like would be sharp features like get really attractive eyes. Really kept body, like the person who is really clean and well maintained rather than having a shaggy appearance. **Mhmm. Okay.**

And um, if we think about more specific characteristics such as like hair colour, eye colour, what kind of things appeal to you there?

Depends, like some; depends on the skin tone of the person because if it's a really fair person maybe blonde, but if it's a darker person then I would not say blonde is going to suit them. Maybe darker hair colours like brunette or black, brown. **Yeah, and what about eye colour?** I personally like brown, because I've got brown. Mine are really brown. Depends like, mm, like I said it depends on the skin tone of the person because not every eye colour suits every skin tone, so it depends.

Okay, great. And would you be able to describe something that you consider not beautiful, or something that makes someone not beautiful. It can be specific characteristics, or it can be anything.

Nothing like that, it's just like the way they maintain their selves, if you are well groomed and well maintained. Every person is beautiful.

Mhmm, great. So, if we were to add in the word Indian, what do you think of when you hear the term 'beautiful Indian woman'?

Mmm. It will be more like you've got really nice eye shape. **Mhmm.** Long-hair, depends like today's most of them like keeping short hair but it depends. On average if you see most of the girls have at least shoulder or waist length hair. So, you know by the way the features are they are India. They got a brownish or wheatish skin tone, really sharp eye features, they've got prominent jaw line and cheek bones. As compared to the Kiwis or other European nations

And so, if we talk about Kiwis, what do you think of when you hear the term 'beautiful Kiwi woman'? Or beautiful New Zealand woman?

It depends like they've got the proportion height and weight ratio so, and most of them have yes. So you can specify them, most of them have got brunette hair colour. Yeah most of them, if they're not dyed. **Mhmm yeah.** And they have got really good height, so you know they are Kiwi or islanders.

Mhmm great. So, are there any specific characteristics in Indian woman that you consider really beautiful or something that attracts you first?

It's most of them. Most of them have got really sharp facial features as compared to other nations of what people of other countries have. So, you can easily identify if they are Indian. **Yeah, and is that something you consider beautiful-** Yes- **Sharp facial features?**

And um, when we think about the Kiwi woman they have, you've talked about height and weight ratio, is that something you consider Indian woman not to have?

No, they have it, it's like different because Indian woman most of them they are not as tall as Kiwis. If you and look at Kiwis or any nations, most of them are really tall, for their height, for an average they are more than 5ft7, 5ft8. **Yeah and is that something you consider beautiful?** Yes, it is. Depends like for some people if they are really tall it suits them, for some it does not. **Yeah.**

Okay great, and so; What do you think, you've said that you um like you look at eyes, you look at sharp features and you consider these beautiful, so what do you think is some reasons that you've formed this opinion of beauty? Or do you think as-

Mostly because I have been around people who've got really sharp features all my life, maybe because of that, because if in India I've be grown and brought up in India and most of the people there have got really sharp facial features. So, you can notify and notice them easily, else compare to the Kiwis over here because if you look at Kiwi with bare skin, they won't be having as sharp features as Indians have. So, you can easily, for an Indian you can easily define that cheek bones and eyes and other facial structure, but for a kiwi it's hard to define them, unless they have specific highlighted particular features.

Yeah, and, so you've said that you've been around this your whole life, do you mean friends and family?

Friends and family, yes. I've been there for almost 26 years.

Yeah, and is there anything else that has kind of influenced your opinion of beauty over time?

Not much. Depends like, for some people certain features are same with others they do not. Like you cannot state that this particular feature of sharp eyes and sharp facial features are beautiful for everyone. Depends on a person. Maybe a person, the person, or the face structure, body structure, that one.

And how has media played a part in this perception of beauty of yours?

Media. The advertisements, they affect a lot; because it depends on how they characterize beauty because even if you go in to shops or if you're going for different, even if you're going to the mall and look in different shops, the mannequins they have display, most of them will be a small sized mannequin, there will be rarely be a mannequin of a bigger size. So, it generally, if you look at media, the media generally personifies that the slimmer or the women with the small size are beautiful.

Mhmm, and do you agree with that representation?

No.

What do you feel about it?

It's not natural, like it's not correct because you can find really beautiful woman who are plus sizes. **Mhmm.** It just depends on the way you carry yourself and the more of confidence you have in yourself. **Right**

And how do you feel that translates between New Zealand to India, do you think both countries have that standard of beauty? Or do you think they have different standards of beauty?

Overall yes, both countries have the same standards of beauty. **Which is?** Which is like people they look at you and physically the first thing that comes to mind is 'are you beautiful or not?' are you attractive or not. Because only if they feel you are beautiful enough, they will talk to you and give you importance otherwise they just like okay, let them be.

Yep, okay. Do you think your ideas of beauty have changed?

Over time yes, definitely.

What are some reasons that?

Age. **Age?** Because as you grow older, as you grow up, you know what you think about beauty is not the same of what actually it is. Another thing is experience, when you meet a lot of people from different cultures, different backgrounds, definitely when you're thinking about beauty it changes. Because when I was in India, I used to think Indian women are really beautiful because they've got really sharp features. When I moved to New Zealand, I've seen different people, who do not have so prominent features but still they look beautiful. It changes yes. **Yes, over time.**

So, are there certain things, like you talked about features, is there anything else that you used to think was not beautiful but now you're like, actually it is, or it could be?

It's been like, I've seen lots of people in India who were plus size and they felt they were not beautiful, but when I moved here I've seen lots of people- most of New Zealanders are plus sizes, but they feel, the way they carry themselves make them look beautiful. **Mhmm, is it with more confidence?** Yes, it's more confidence, it's the way they carry themselves with more confidence, and they are not shy to say they are plus size. **Mhmm.** Maybe because of the genes, or maybe because of the food that they eat, they are, because um, as far as I've seen most of the Kiwi women are plus size. There are hardly any people whom you'll find who are small. **Yeah.** That's because I find it difficult to find clothes my size. Rather than in India, it was easy for me to find dresses of my size, but over here I've found it really difficult and I feel that, like it generally changed my perspective because in India an average person size will be like, most of them are will be like me, or maybe a bit more bigger than me, but over here it'll be hard to find people who are my size. So, it definitely has changed my perspective as well. **Yeah, and how does that make you feel about yourself?** More confident. **More confident?** Yes. Because, one thing that my opinion changed about was like if a person is not the correct size, appear in physical appearance or physical size they're all beautiful, whereas like I moved to New Zealand and I've seen people with plus sizes as well, the way they carry themselves, they feel more confident and they look beautiful in that. So that's made me feel more

confident even if you are tiny person, you can be beautiful. **Yeah, and so, weight is sort of one thing that has that,** has because I have been told lots of times that you are really skinny, don't look as beautiful. **Right.** It's okay. **So, that's interesting because a lot of places it's the opposite, like they want you to be as skinny as possible.** Even my family is like, you're not beautiful. I'm okay. **Because?** Because I have a four-and-a-half-year-old daughter, and it does not look like I have a four-and-a-half-year-old daughter, she is almost like, she comes to up my chest right now is like, you don't look like a mother. **Yeah, because of your height?** No because of my size, because I'm really skinny. **Oh yeah. That could be a good thing though, I know a lot of mothers that would pay to look as skinny as you, trust me.**

And so, because there's that weight aspect but there's also things like skin tone, that you know, different within the country, how have you felt in regard to that?

How do I? If I compare the perspective people in India and New Zealand. In India people with darker skin tone are looked down upon, most of them say 'you've got darker skin tone you're not as beautiful as you want'. As other people feel to be, many of them have even complimented on me like, have you ever said that you are not looking beautiful because of your skin tone. But when I came here people like they specially get tanned because they feel like the dusky skin tones or the darker skin tones the features are more prominent and more sharp. Over here most of the people like many people have complimented me that you look really beautiful because of your skin tone. Because you don't have to apply much of make-up to highlight most of your features, they are easily seen on your face rather like the people who are really pale in colour. It's totally different if you compare India and New Zealand. **Mhmm, and how does that make you feel? Better. Better yeah, so do you feel more confident in yourself in New Zealand than you did in India?** Mmm, I feel like I was confident in India yes, but it makes me feel more beautiful, it gives me bit of a boost of confidence because people feel like, over here I feel like I people are not considerate or they're not, they do not consider you are not beautiful if you got darker skin tone, but back in India if you look at it people with darker skin tone they are not considered beautiful. **Yeah, and what would you consider a dark skin tone? Like would you consider my skin tone dark?** No. **So, something darker than that?** Yeah. **Like a lot of the south Indian skin tones are darker.** Oh you can consider them to be dark, yes most of them especially if you go to Tamil Nadu side because I'm a Keralite, I'm basically south Indian, uh, like even for the perspective for marriage, if a girl has darker skin tone, really dark skin tone it's hard to find alliance with a guy who's got a brighter skin tone because the first thing that the groom looks after them like 'your daughter is not fair, she's not like she's not fair, she won't give us good fair grandchildren.' So, they're not taking the perspective, so they're not, we don't want you. **And how do you feel about that standard?** That's really like, really cheap because you cannot say that if a girl is dark she is going to give birth to darker skin children as well.

So, essentially that is a standard of beauty that has been set. Set in India yes definitely depends on your skin tone completely on your skin tone, because I have had, it seems the same thing for boys as well because I have had a few people, I have known a few people who has experienced this problem. Think they are getting dark skin colour people. And many of them have them looked down upon. **And do you agree that it's um, a standard of beauty has been set.** Yes, according, like today's generation is a bit more open as compared to the previous generations or our ancestors, like if you consider our grandparents, they are a bit more conserved according to the beauty standards. **Whereas now?** It's a bit more open yes. **And why do you think that is, that people are more open now than they used to be?** One thing is more exposure to media. Second thing it's like most of them think that uh their skin tone can be altered, that their beauty standards can be changed because of the products that are being advertised. They know they can be altered whereas the older generations it was like if you've got a particular skin tone or a particular set of features you cannot alter them because there is not much options there. **And how do you feel about people**

altering their skin tone or altering their features or changing their body in ways? Its persons choice, Basically it's a person's choice, because some people may not like a persons, like a specific feature of them. **Yeah.** So totally depends on that.

Great, so I'm going to show you a few ads now, and we've got here a hair product and a face product, so what's the first thing you see when you look at these ads?

The first thing I notice is the colour of the people. Like this is hair colour, so they just show it as you can colour your hair in black, cover your greys, it says no mess, no greys and just beautiful colour. **Great, and what's the first thing you see in the other one?** The face it shows they use particular face moisturizer you won't get dry skin. Well yeah, its really soft skin. **Okay.**

Why do you think these people were chosen for this ad?

As far as she is concerned, she's got really long hair. There must of covered all her greys, seems like. **Yeah.** And for her it's because of her clear skin, that must be make-up. **Yep.** It is make up actually.

So how do you feel when you look at these ads?

Useless. These ads are useless. It totally depends on the persons body structure and the skin features or the way they manage their dye and everything, the way they take care of themselves. **Yeah, okay.**

And so, would you be able to describe for me the type of people you think these ads are directed at?

The people who are for the face moisturizer are mostly concerned with people who are beauty conscious, or who are really fussy about the skin, they should not be getting any dry skin, or they are, they are really concerned about their skin. And if this one is mostly for the people who feel that if they; well first of all who want to hide their age, because after a certain age you definitely get greys. Secondly, it's for the people who want- if you look at the positive side it's mostly with the people who want to remain young, because most of the time the general perception of people is if you're getting grey hair you're getting old. **Yeah, and do you think people would buy these products?** Definitely yes. **Why do you think that is?** Because the way they answer for trade. This girl has really clean skin, so most of the time if you see, if the person who is looking at the ad, if you use this product you are going to get this skin. Like that. Even for her, it's covered most of her greys, so it's like all your greys will be covered if you will be using this, and it's less messy.

Yeah. So, when you look at this ad, who is the main thing, what is the main thing that communicates to you? Is it the models, or the products?

The products. **The products?** Because the models are chosen in such a way that it feels that they use the products themselves.

Great. And, so obviously there's a few standards of beauty that are reflected in these models, and what do you think these standards of beauty are that they're trying to reflect?

As far as the face moisturizer is concerned it mostly says that you've got to have clear skin and for the Garnier it's says like the beauty standards that they've set is that you've got to have long hair that are dark, rather than showing your greys. To feel like you're beautiful and young. **Yeah, and do**

you agree with these standards of beauty? To an extent. Not completely, but yes to an extent. Because these concerns about moisturizers because I don't use one. And as far as the hair colour is concerned, I'm not reached the stage where I have to cover my greys. **Yeah.** Yes but, if I consider hair colour, that is just to alter my hair colour, to just lighten it or darken it, I wouldn't go for it. **Yeah. Great.**

And, would like, how do you think these ads are intended to make you feel?

Self-conscious, first thing is that making people self-conscious, unless they make people self-conscious about the standard of beauty, then they are not getting the standard of beauty, they won't sell their products. **Yeah, so you're trying to say people who are really confident with themselves they wouldn't need anything else, they would just be-** Just let them be the way, the main reason or the main purpose of showing advertisement is to make people self-conscious and make them feel the need to buy those products. Unless they set a standard for beauty or unless they make it really clear, then the people the way they are taking care of the skin or the way they are taking care of their hair is not right, they won't be concerned about buying the products, so they try to raise the standard of beauty as much as possible, making people self-conscious and feel they are not up to the mark.

Do you think that it's a realistic standard of beauty?

Not at all. **What do you think makes it unrealistic?** It's because the models, if we analyse the ad for the moisturizer as well, the model has got lots of make-up. Whereas if it's a moisturizer ad, they should be focusing just on the moisturizer, like showing the skin is moisturized, rather than showing the make-up. Because they've already applied the make-up to show that the model has got really clear skin and is moisturized, well moisturized. As far as Garnier is concerned, her hair, if you look at her hair itself, it shows it has been volumized, many chemical products have been used to show the colour and the volumizing of the hair, it's unnatural.

Right. And, um, would you feel differently towards these ads if the models had different hair tones, or skin tones?

For a person who see, like, who uses this product, maybe that might affect them. But for me, then, I don't use them, both of them. It will not have concerned me.

Great, and, so you've said that, what mess- you think the message they're trying to send is that buy these products, you'll look like this. Is that, do you think that's the message that this-

That definitely is the message. **Yeah, and how do you feel about that message?** Personally, I don't feel anything because I've never been concerned about both these things. Maybe after a few years I might consider using Garnier. **When you see a grey or two.**

So, these- One or two is fine, I'll cut them off, but if it grows in number, yes definitely. **Yep. Great so um, when we talk about these, when we talk about perceptions of ads, and how we perceive the messages to, what we perceive the messages convey, and we think about this in general terms, do you feel like this is, quite common among Indian immigrants, do you think Indians, or just Indians in general would look at these ads in a similar way?**

No. **And what do you think, how do you think it would differ?** It depends like, if you're looking at a person who's got greys, look at this ad, the Garnier one, they definitely will think yes, this is the solution to their problem of greys. **Yeah.** Or a person who's got a really dry skin will definitely feel

like this product will help them. Whereas a person who has got really dark hair, they won't feel the need to use it. They might even skip the ad; they might not pay attention. **Mhmm. Great.**

What about New Zealanders, do you think they will look at these ads and think something different?

Yes. **How so?** If, as far the Garnier is concerned, if you look at the kiwis, most of them, even if they've got greys, they're fine with it. Maybe it's my perception because for the people who I've seen, even if they've got greys, they're fine with it. They are maybe, like, may have been a time where they were using a hair colour, but I don't know. Most of them have got lighter hair colour, and after time even if it becomes white, they are like 'okay, it's okay'. As far as moisturizer is concerned, they might look at it the same way, because over here as well you have the need to moisturize the skin. Yep.

So, these ads are from Indian origin, and they have Indian people in them, but do you think that's what it comes across as? Do you think people look at this ad and think 'This is an Indian ad'?

Definitely. If you show this ad to a Kiwi, most of them instantly recognize this is an Indian ad. **And why do you think that is?** Because of the models, both of them are Indian. **And do you think they, it's the way they look, looks Indian?** Yeah. **Yeah.** The features.

Okay great, and um, I'm gonna show you a couple more ads now, so which of these ads, what do you think when you see these ads first?

They're [24.18 unclear word] products. **Mhmm.** Yep. **That's the first thing that comes to your mind?** Definitely yes.

Yeah, what's the first thing you notice in these ads?

First thing I notice... That's the hair colour. The model has a lot of make-up rather than showing hair colour. That was a bit better than this one. **Yeah.** Neutrogena. This is more chemical based, rather than lakme. Yep. **Okay.** The reason being, that shows a picture of prunes and all, **yeah**, so you can have a lean guess that it might contain some fruit, whereas this is totally chemical based. **Yeah, great.** Maybe.

So, which of these ads, if you were to use hair products, would appeal to you more? Out of these two hair products, which appeals to you more?

Depends on my choice. Because if I have to cover my greys and intend to keep my hair black, Garnier. **Mhmm.** Whereas at this stage, if I want to change my hair colour, I'll go for L'Oréal. **Yeah, and is that because of the models that they've used or-** The hair colour- **The hair colour, and how do you feel about the models that they've used?** I feel that the Garnier model is more beautiful, because she's got less of makeup. **Right.** My personal choice. **Yep, fair.**

And so, we've got in these two ads we've got, what would you, what appeals to you more for face facial products, face moisturizer?

Lakme. **And why is that?** Uh, it's because at least I has, maybe I'm wrong, it's like, what I feel it's got, few apple, few fruit extracts and naturally fruits are known to moisturize the skin. So, I would prefer lakeme.

So, when we look at these four, if we don't look at the products, the ads, we just look at the models, which of these four models, best fits your definition of beauty?

Lakme. **This one here?** Yeah. **And why is that?** It's because it's got really sharp features, yep. **And earlier you said that she looks like she's got a lot of make-up on, um does that make you feel differently towards her or-** No. **No. Right, um, so what difference do you think there is be-** she's obviously got lots of make-up on, and. She definitely has got a lot of make-up on. **Yeah, even probably all four of these do yeah.** All four of them have yes, definitely, because if you look at them without make up you won't even recognize them. **So, what makes you feel differently about that make-up and this make-up?** The way her eyes, the way her eye shadow has been done, because you can easily see there's a lot of it applying, because of the smoky effect. So yeah. That one has got a copper shade so it's not so prominent. **Yeah.** I don't like her lip colour, not at all. **The, so it's like a nudey brown.** Yes. **What do you prefer, the pink lips?** Depends because that looks more like a gloss rather than a lipstick and it matches her skin. maybe I would have gone for this one as well, maybe, depends.

So, which of these do you consider to be the least associates with your definition of beauty?

This one. **Is it because of how she looks or just the make--up or the hair colour or?** The makeup. **Yeah. So how do you, if she was not to have that, how would you feel?** She would have been beautiful, it looks like absolute, she's been caked in makeup. **Yep.**

Um, when you think about make-up in India and New Zealand, which country has more make-up involved?

That's a tricky question. Both countries have almost the same, almost the same but if you look at India, like, over in New Zealand I have not found the Kajol or the coals. But it's freely available in India. Yeah, the other things are available in India as well. **Yep. Mhmm.**

So Kajol is pretty much like an eyeliner, and so because there's like a whole lot of emphasis on eye makeup. Eye's yes. Do you think there's not much emphasis in New Zealand on eyes?

There is much emphasis on eyes, but the only thing is like, maybe because of the scientific reason that Kajol is not preferred, maybe because of that because it says that you're using it inside your eyes, on your water line. And if you're using it constantly, if you're using it with dirty hands it might be [29.29-31 unclear words] might lead to infection, maybe because of that they're not using it. Because I've not found like, in my two years, I've never found kajol pencil in New Zealand. I found eyeliners that go under your water line, but not on the top of your water line, like we use in India. **Oh okay. And did you use these products in India?** Carsols definitely yes. **Like regularly or?** Most of the days, but I'm too lazy for makeup. Okay get up, have a bath and go. **Yeah. Nice.**

So, you've been in New Zealand for a about two years, almost two years now. How do you feel about like, you've said you feel more confident here because of the way that the culture is, and how everything is? How do you feel about visiting back? How do you think that will make you feel about yourself?

More confident. **More confident when you visit back?** Definitely yes. **Because you've been exposed to this new culture?** I've been exposed to this new culture. People have made me love myself, rather than being self-conscious about what I lack in.

So, when you first came to New Zealand, did you, what kind of things were you not confident about?

My weight. **Yep.** And now that you're here you realize that- it's okay yeah.

Yeah, do you think that that perception of beauty or that the standard of beauty that has been set in India will change any time soon?

It is changing yes, maybe in the future it will change a lot.

When we think about standards of beauty, like you said these ads come into mind, celebrities come into mind, there are a few, do you watch, um, do you know of any Indian celebrities that you consider to be beautiful?

Vidya Balan, she's quite beautiful. **Yep.** And is there any that you don't consider to be beautiful? Most of them are beautiful, but yes over time, they just go under the light, get themselves altered, it's like. **Yep, so a lot of them have had like nose jobs and different surgery, a lot of skin lightening surgery has been done, how do you feel about that?** It depends, they just keep increasing the standards of beauty and they, themselves they try meeting it up, most of the youngsters will follow them, or the hardcore fans they feel that they are not up to the mark as compared to their celebrities, they try to raise themselves to their standards, and alter themselves. **And how do you feel about that?** They're stupid. Like you cannot try becoming some other person, totally depends. **Yeah, just depends on how you are-** How you are and what you are exactly gifted with **Mhmm.**

So, did I, if I'm not wrong you said you have a four-and-a-half-year-old daughter, how, obviously she's been raised in New Zealand at the moment. No, she's not with me. **Oh, she's in India?** Back in India, she was with me last year, but I had to send her back because I was not able to concentrate on her, along with my studies, so she was like, it's better if I go back. She also said she wants to go back because she used to feel lonely over here. **So, in terms of um, standards of beauty and how the perceptions are, which values align with you that you want to pass onto your daughter more?** Be confident in whatever you are, rather than being self-conscious with what you lack. That would be something I would like to teach her. **Yeah, and do you think that something that she will learn on her own in India?** She might, she may learn on her own, she may not learn on her own. Yes I intend on bringing her back, because before she gets something set in her mind about beauty, because she's just four and a half, it's okay, this time she may not be concerned but maybe in four or five years she might start getting concerned, and I have to get her back before she start, she gets some wrong notion about beauty in her mind. **Yep. So, do you feel like when you bring her back here, is that because you better tell her what's right, or because in New Zealand?** Maybe I will be there to help her out by figuring what she thinks is right and what she thinks is wrong, because as far I think, no one can replace a mother. **Yep.** It totally depends on what you think is right and what you think is wrong, and the other people may not have the same opinions. Totally depends on that. **Yep.**

Would you feel quite comfortable um, raising a child in like the New Zealand culture and what New Zealand considers to be beautiful?

Definitely yes. **Yeah? Because New Zealand does have quite an open in terms of even clothing, um, I think it's very rare to find people in bikinis on, in the beaches.** It's hardly them. **How do you feel about that?** That will be a good option for her to grow up in a culture where it's really open around them, being in a closed culture, but yes, as far her living place is concerned, I'm from a tourist place called Kochen in India, so there got lots of foreign tourists coming. So, the people there are a bit

more open with the foreign culture and the way that they're dressing and stuff as compared to the place where my parents live particularly. So yes, it is a bit more open, but still I would like to bring her over here and raise her up in this environment, rather than being in India.

Great, so that's kinda all the questions that I have for you. Do you have anything else that you would like to add? No. Is there any concluding statements? No that's it. Okay great, thank you so much for your time.

Interview Transcript 10

To start off with, what is beauty to you?

Beauty according to me I don't have any fixed definition or standard but it's just how every person looks like how they carry their person or no matter even if, say for you for example, you're doing a dress, your simple hair at the back, that's you're still pretty no matter what. Me, there's nothing, I mean everybody's pretty. **In their own way?** In their own way yeah.

Yeah, great, so when you hear the term beautiful woman, what kind of images pop into your head? Or what comes to mind?

Because it has been drilled into my head that, you know back in India, the white woman, the fairer ladies up-style are prettier or anything, but the one from south India where the woman back in south India, are much darker compared to the North Indians. **Yeah.** They're pretty in their own ways, their features and all of that, so yeah, it's drilled in the way that I've been brought up, white women are much prettier. **So, when you say white woman, do you mean fair skin Indian,** Yes fair skin Indians, **But not the Kiwi white?** Not the Kiwi white, the fair skin Indians, yeah. **What about the hair type what kind of hair do you think when you think of pretty or beautiful Indians?** Straight hair. **Straight hair, and like long or short?** Long. **Long, and what about their eyes?** Big eyes. **And dark or light?** Lighter eyes, but I don't know, doesn't matter really.

Great, um and so do you, is there anything you can describe that you think of as non-beautiful, that makes you think that this person is non-beautiful?

Only if they have horrible hygiene standards yes. **Yeah, and how can you tell if someone's got horrible hygiene standards?** They total or their face, or their unkempt nails for except, something like that.

Great, so what happens, if we add in the word, Indian, so it becomes a beautiful Indian woman, what image is in your head? What image pops straight into your head?

I've been grown up, I've grown up with a lot of pretty girls, and I went to an all girls school, in a all girls college, all girls school and all girls college, I don't have a fixed, I'm not pretty so. **So is there no like, one, when you think of an Indian woman is there nothing that comes to mind, like significantly?** Probably with the attire and that's it. **So, the clothing,** Asari or whatever they look really pretty in that. Apart from that yeah. I don't know. It's just, I think it's just the clothes that make someone prettier.

Yeah, so you've said you went to a girls college, so obviously there would've been different types of girls there, skin types, heights, body's, um, and how do you feel about that? How do you feel about the fact that everyone's different and looks different?

I, since we grew up with them, we don't even notice that you know, someone was different from us. We were one same. It's just the, I don't know. In school it didn't matter at all because all of us were the same school, we were the same- taught the same subjects, we were same kind so, it was not a problem. Whereas at college, the people from other schools that joined college, they were a little different, I mean, according to the way they look and beauty standards. I don't think I found any difference in anybody. **Yep.** Just the mentality of how they were born and brought up, that's it.

And when you think about a New Zealand woman, if someone were to say 'Oh this is a beautiful New Zealand woman' how do you expect her to look?

So, I really don't know the difference between a New Zealand woman, because I haven't seen a lot of Kiwis, I've seen a lot of Maori's, they're really pretty. **Yeah.** Yeah, so when you say pretty New Zealand woman, I think of Maori's more than a New Zealand, or a Kiwi, or white Kiwi's. **So what about the Maori girls do you consider pretty?** They are very pretty, they're all tall, they pretty hair's and all that. **Yeah, great.**

So generally, Maori's have quite big eyes, do you like big eyes?

Yeah, I like big. Because mine are really small, big eyes look really pretty yeah.

And how about like, you've got black hair, have you ever wanted to have lighter hair or darker hair? I guess you can't get any darker than black, so I guess lighter?

Yeah lighter, definitely. I think when I was at college I did experiment. **Mhmm.** With my hair. **With some dying?** Yeah, I had red hair at one point in time and then I had like, light brown, not that light, but it was a couple shades lighter than my actual hair. **Yeah.** Yeah. **And what made you want to try something different?** I don't know, I think it was just college, I was allowed to do what I want do and there, it was I think a trend, everybody had different colour hair and. **Yeah.** I wanted to follow.

Yeah, fair enough a lot of the times is it the people we are around and the trends that are happening that kind of form our perception of beauty. So, what do you think are some things that have formed your opinion of what is beautiful?

Staying in India it's always the advertising and the stuff that comes on TV and the people are asking because I do watch a lot of Movies and Tv series back in India and a lot of poster, you're surrounded, you step out of your house and you see a lot of faces. **Yeah.** They're not actually the on print media, you always see a lot of people. And all those things stuck so according to them they have their own beauty standard. **Yeah-** which is changing that is nice. **How is it changing?** So lot of say, since India is mainly country focused on making everyone white, fairer, a lot of these, you see for example, these beauty products they're always into make people fairer, **Like fair'n'lovely?** Fair'n'lovely, Garnier, any cream for that matter. It always says it makes you lighter, your skin lighter, I'm, but now, even in those ads, the girls is pretty fair, she's not dark. But now, I think I, prefer it here, where I saw a couple ads where the girl is dark and they were used for like face wash ads and stuff, **Oh okay, so not lightening ads.** Not skin lightening ads yeah. **Yeah.**

And how did you feel growing up with these standards of beauty all around you like you said you step out of the house and you see it everywhere.

As a child I always wanted to be fair because if, I wasn't tall, but yeah I had a couple of Aunties tell me 'Oh my god you're really dark you shouldn't go out in the sun, you'll get darker. Like put this'- **Yeah, I've had that said too.** Put this on your face, put that on your face you'll become fairer, your skin will become lighter or your skin getting dark in the sun, you're getting this on your face, you're getting that and the beauty parlours back at home don't help you either. **Yep.** They always have some concern with your skin and it's always you're getting dark. You need to take these anti-tan packs and put it on your face and all of that. I've always been told that you have to do this and that. Sorry that deviated from your question. **No that's fine.**

So, like how, did you try these products?

Yeah, I was getting to that. Yeah, I did, you know that fair'n'lovely, I don't know anyone who hasn't tried that back home, thinking that you become fairer, but yeah it doesn't work. **Yeah. And is this something you would try now?** No, I don't, no it's just a fix regime, wash your face moisturizer, whatever moisturizer it is, tonnes of it, because it's really cold here and my skin gets dry. **Mmm.** I can't talk if it gets too dry.

Yeah, is that so that what kind of things do you think changed your perceptions of beauty over time?

Ah, because I realize, over time, myself that I am not getting any fairer, nor or other dark skin people, so matter what you do to your skin you're not gonna get fairer, so yeah it does change over time, your perception change you know. All these beauty products, they're all in the market to get money out of people who you know, they can easily blame wash, that you will become fairer, but it doesn't work. **Yeah, and is it, do you think that obviously, with time, your opinion with these things change because the products didn't work. And what about the people surrounding you?** People surrounding me, ah my mother is dark skin too so she never really, you know told me that I have to become fairer or anything like that, but there are these aunties and others people in society. **Mhmm.** Who don't know how. **Because there's a standard that they've set,** Yeah it is drilled into their mindset that fairer girls are much prettier, you should have long hair, if you cut your hair short, who's gonna marry you? And all that, and that age I'm supposed to be married, according to them. It's like, of you shouldn't cut your hair really short, you should be looking decent or you shouldn't be wild, colour your hair, dress smartly, blah blah blah. **Yeah, and it's those type of things, do you think they also are influenced by these ads in the media and things like that?** I'm pretty sure they are.

Yeah, so, when we think about people like our, the older generation, they don't obvious- they haven't had as much access to media as we do. Do you think that's got a influence of their perception of beauty?

Mmm, I'm not sure those influence but ads with you, I mean it's your generation but it must have come down from them, someone I mean, someone would have told them the beauty standards in India. I would belong to the white, the fairer skin people, the fair skin girls are prettier than dark skin girls. However history thinks so otherwise the darker girls back in history, that's what I've learnt. Girls who are darker are much prettier than I don't know what happened and who changed what but it has. Come down from them obviously.

And how have you felt coming to New Zealand? In terms of your own perception of beauty and other peoples perception of beauty?

New Zealand, it's nice, because I haven't seen a lot of ads on beauty products. You don't see pretty girls on posters, on every, down the lane when you're walking, you don't see big billboards saying you know use this and you will get prettied, and that's nice. That's one thing that's nicer. **Mhmm.** **And what about the people, like?** Mhmm, people so, I haven't got much. Ah, the people over here are really pretty, but I notice in the stores, they do have beauty products in the stores, but not much I would say, you don't get a lot of beauty products as compared to India. Every store has hoards and hoards of beauty products, different kinds for your face, your eyes, I don't know, for everything. Here is not like that, it's pretty hard to get things that you actually don't get back in India.

And do you, have you felt um, what you consider to be beautiful back in India, do you consider that to be beautiful now or has things changed? Do you feel more comfortable in your own skin, do you feel more comfortable?

Pretty, back in India, I feel more conscious of the way I look because I had to be presentable at all times. Here it's more like, people accept you the way you are. You don't really have to try that much. And also another thing about beauty is that skinny girls are prettier, here it's not that. I feel normal here, even though I'm on the heavier side, I feel like you know, there are girls who are on the heavier side here and it's normal. It's not, back in India everyone is calling you fat, shaming you. Here it's not like that, that's a good thing about New Zealand.

And in India, it's not exactly, from what I've seen, it's not being healthy and skinny, it's just being skinny, no matter how you get there. Exactly, because I know people who's parents taunt them if they get a little chubby, say during the holidays you tend to get a bit chubbier. **Chubbier yeah.** Yeah you put on a little weight eating during the holidays, so I think I was at this friend's house once and her mum was like 'stop eating, you're getting fat, who's gonna marry you?' and I was like ohh... **Yeah. So it's not a matter of how.** Yeah it's more about society and perceptions back in India, I mean it's changing and I know a lot of people who don't think that way any more; but there are people who still look at you and be like, 'you have to lose weight, you have to lose weight'. I don't know for what, but when I was much thinner, people would say that too, so yeah, so it's just I don't know.

Mhmm, and these people and these Aunties that are everywhere, if you have to be like in their mind and if you have to describe what they consider the perfect girl, how would she look?

Someone who's thin, has long hair, pretty eyes, fair skin again, no blemishes on their, who looks after herself really well, and yeah, someone who's I don't know, big eyes, something like that. **So do you think that, um, so that's an Indian aunties perception-** Another thing about India is so, because of my skin tone, like south Indian girls tend to have darkish lips, they'll be like 'oh you smoke' **Oh okay.** They have another perception that you have darker lips because you smoke. **Yeah.** I don't know what made them think that, but they all do. **And so do you, how does that change your actions, do you feel more inclined to wear lipstick or?** Yeah, I do that. Cause I feel like I'm lesser judged than you know, lipsticks my cover.

Yeah, and, so that's like an Aunties perception of beauty, that's her standard, that's what they've set. How do you think that would reflect in a New Zealand society?

I think they would love the girls here cause, they fair, they fitter than most Indian girls, and I think that, I mean they would love them. The first thing I think, every Auntie wants a fair skin daughter or daughter in law or whatever so yeah. **There's a difference between an Indian fair skin person and a Kiwi fair skin person. It's very, it's like, Kiwi's are very pale, and Indians are not pale, they're just fair. How do you think that will fit well?** Mhmm ahh, I don't know, but I haven't thought of. **Because I've been in situations where obviously Kiwis are a lot fairer, but a lot of Indians, particularly older ladies will be like 'just be she's not pretty, she's fair but she's not pretty, she doesn't have nice features'.** Maybe, I have heard of that, but I don't really know what their problem is. They have a problem with everything. **With everything yeah.**

Um so, if we talk about more Ads now, I'm going to show you these two ads. Okay. So, one of these is for obviously a hair product and one's a facial beauty product. What's the first thing that comes to your mind when you see these ads?

They've highlighted her hair to fold, made it look darker and thicker, doesn't look natural, I don't really see people walking around with hair like that on the road. Yeah I mean, even nobody looks that great, so it's always I don't know, fake, what you say. Mmm, no, it's just portrayed that way, that hair looks that nice because it has more volume, it's darker and everything, but I don't know anybody with hair like that. **Neither.** And with this, I don't know, she definitely has makeup on after washing her face, it says moisturize on it, yeah face looks nice, but there's so much makeup on it. If you're looking at someone and you're wanting something, it should be more natural. Yeah I wash my face, and put moisturizer and I probably won't look like that, nor will someone who looks her look like that after washing her face. **And putting on moisturizer.** Yeah.

So, why do you, so what's the first thing you see when you see these ads, the hair and?

The hair and the, this I don't know if it's the, I don't know more makeup on her face.

Great, so, why do you think these models were chosen for these ads?

Because everybody knows them, everybody see's them with beauty because they're all actresses and actresses are supposed to be prettier, yeah, so they, a lot of them have big fan followings that mostly looks up young teenage girls look up to actors and actresses for beauty standards, who want to be models and all that, so yeah. **Can you, like is there an actress that you consider beautiful?** As a kid I used to really love Kajol, Indian actress. I think, so many are there, I love Salma Hayek she's so pretty and then there Angelina Jolie, there are lot of younger Indian actresses, Deepika Padukone, I love her yeah, they're all pretty.

Mmm, great. So, would you be able to describe for me the type of people you think these ads are directed at?

It's obviously the younger crowd, the more vulnerable people back in countries it's easy to manipulate. Say you use this, you're gonna become like that; and in society's where people are like constantly remind that you're not pretty enough, you have to use this to get prettier, do the right rules, all that to get prettier. Mostly they're younger, those people who are not married, mostly, I think yeah the younger crowd, below 30 say. **Okay.**

And do you think these people, what do you think these ads are trying to tell these people, ask them to do? What message do you think they're sending?

That you're, just by washing your face by normal soap and water you're not going to get any prettier, you need to do that extra, you need to be a little extra to get there, and then we've had ads back in India, saying if your clothes aren't white enough and if your skin is not fair enough, you not get a proper job, no matter how smart you are or whatever, it is misleading, so people say, I think a lot people in India aren't educated. Back, I mean, they're not very educated, they are getting educated, but if you send, if you make an ad that says 'only if you use fair'n'lovely or you probably get a good job and people respect you and all of that. **But they'll be inclined to believe.** Yeah, its manipulating them. **Yeah.** Brainwashing them.

Look so how do you feel when you look at these ads? How does it make you feel?

I mean, for me, it's just another ad. I mean, my mum, she's at 50, but she still colours her hair, so she uses this, but I don't really find necessity to it, it makes someone happy by doing that, so. **Why not.** Why not, when I look at these ads, I just, it's another ad, I see so many of them, I mean it's not one product, that say. Take for example this is the Garnier or colour natural hair dye I think, so there

are like three four, and you keep seeing ads for all these products, after a point you just learn to ignore these ads.

Yeah. And what kind of standard of beauty do you think these ads are setting?

Ah uh, unrealistic, because not everyone is the same. Everyone differs, there is probably, I mean, show casing that you know, only, both of them are totally fair, I don't see a dark skin person. I think they're trying to portray is that only girls with long hair, and white fair skin are like prettier. **Mhmm. Yeah. And do you agree with these standards of beauty?** No I don't. **No. No. So how do you feel when you see these ads all around everywhere.** So I've learned to ignore most of them, it's, but yeah, you do come across with some ads, which are totally cringe worthy. What are they showing on television, but then it's just, you can't do anything because I'm not the sort that gets on social media that says what is my opinion, so its, I know a lot of friends who like, say when an ad, comes out, they get pretty upset about it, they're pretty vocal about it saying 'how could so and so brand, come out with that again with the white skin person' or you know like use someone normal, we know that she is a Bollywood star, or a model, why use them you can use someone else. **Yeah.**

When we think about a lot of celebrities in Bollywood stars are used for ads and how do you feel when these big influential celebrities are used for things like skin lightening ads and things like that, like Deepika Padukone, you said you love her, she's been associated with fair'n'lovely as an endorser, how does that make you feel?

It does, it is upsetting, see people because most of these Bollywood are educated nowadays, it's I know they're here for money, it's their bread and butter, but they're setting a bad example for the younger generation.

Yeah definitely, so would your actions change or would you feel differently if these models have a different skin tone or a different hair tone?

Mmm, yeah. **How so?** Cause it would be more relatable, say if it were a normal girl like your or me, use that product, and if it's, I know none of these products are like miraculously going to change your skin or whatever, when I put, maybe. It's good, it'll be good for their advertising and it'll probably reach out a larger mass of people.

So, when you, when we talk about dark skin tones, would you consider to be dark, like would you consider my skin tone to be dark to, as like a presentation for ads?

Yes, probably, my skin tone is pretty dark too.

Okay, so um, when we look at these ads, like you, because you've very recently came from India, so you are still probably within that mindset, do you think the way you look at these ads, majority of these Indians would?

Yes. **Yeah?** Probably majority of India would be like 'oh wow, maybe if I use this product my hair will become like her or if I use this moisturizer it's because these two products that you've shown me are very frequently sold in the market, a lot of girls buy these products. I've seen it, I've bought it myself, Lakme is a big brand back in India, so yeah, a lot of people buy them.

Great, and how do you think a New Zealander would see this ad, would they see the same things or would they see something different?

Ah, I really do not know that, but probably, to fair, I mean, I met a couple of people from New Zealand and they think Indian women are really pretty. So yeah I think, I don't know about whether they would buy it or not, because obviously they are used to their products that they get here and it suits their skin and whatever, whatever it has to be. I don't know if they will buy it or not. **Do you think-** I'm sure that they won't get influence by the pro- you know, the person selling it, persons face, here. Another thing about New Zealand that I notice is they do not use people, like they do not put faces on the product, they put the product and they list the benefits or whatever for the product, they don't use faces on the products to be so, unlike India. Like, India has like a face with the product. I don't think I've seen that in New Zealand. **Yeah.**

And, like, why do you think these things are different? Why do you think India has to have a face to go with the product and New Zealand doesn't?

Um, I think, media, people in India if you sell a brand with a face it's more like to be, likely to be sold, like quickly and faster and a lot of people buy it cause in India people adore film stars. **Yeah.** Models and all of that. So, here it is not like that, everyone's the same for the people in New Zealand, I don't think they have that. **That mentality.** Mentality. **Yeah.**

So, do you think a New Zealander would see these ads and think this is an Indian ad, like these are Indian girls?

Mmm... Yeah, I think. I mean, I know they are Indians, but, I do not know about them, they're totally fair, they won't associate the movies that come out about Indians and our girls so, but I do not mean, but Indians are on global map now, a lot more people know about India now than before. I'm not sure, but they might or might not. You know.

Right okay, so I'm gonna show you a couple more ads here now. So, similar products, just different brands and different models. So, what's the first thing you notice when I show you these two new ads? What's the first thing you notice in these ones?

There are more makeup. Definitely they're not as fair as Indian girls, I mean, their skin tone varies, they're not, they not use the clearly work, fair skin person to endorse their products. **Mhmm. And how does that make you feel?** That's nice. It really feels nice. I am a big promoter of dark skin people. **Mhmm.** Yeah, so it does feel nice to see dark skin people on the media, and on the boards and more advertisements.

Um, so, when we look at these two ads, is it something you can relate to? Or something that relatable to you?

Um, For just the hair, probably the skin tone. That's it. Yeah.

Great, so, out of these two ads, which one appeals to you more for hair products.

Haha, not a big hair product person but, I don't know. This cause, maybe I'm still more Indian. The second one, the Garnier one.

Great, and um, is it, why is that?

Because I've used it once before, I know how it feels on my hair. It's really good. L'Oreal, I haven't tried L'Oreal yet. I have, I have used L'Oreal, I coloured my hair once yes. Both are nice. This is, this is

used more often at home cause its cheaper, and it can dye your hair, like your entire hair with it, L'Oreal I've just got the streaks done once.

Okay, and what about here, which appeals to you more for a moisturizer?

I do use Neutrogena, even back at home. **That one?** Yes because, I tried and test both.

Great, so we'll now look at these ads, and we'll look at them, just at the models, so don't look at the ads, we won't worry about the brand or the products or anything, just the models. Which of these four models best fits your definition of beauty in your mind?

Mmm. It's hard. Mmm... I don't know. They're all pretty. I would say her. **Yeah?** Yeah. **And is that because...** I don't know, just that, more appealing or whatever. I don't know.

And what about one that is least associated with beauty?

Least associated with beauty... They both have the same makeup on. This is hard. I don't know, I say both. **These two here.** Yeah. **That's fine. And is it because it's got more makeup on?** I'm sorry? **Is it because they have more makeup on?** No, they have less makeup on. **Oh right.** Compared to these two.

Okay, great. Um, so, when we look at these two ads, these are western ads, those are Indian ads, you can tell that there's a similarities between these ads, and how does that make you feel as a consumer, as a buyer as a female?

Mmm, I mean, I don't know they are similar products. Should ask me what I feel about it. I mean that's fine, every country has a set of women that they use to promote beauty standards with, that's not a problem, that's nice. I mean, unless they use more dark skin people in other countries than in India. That's an issue with me. So yeah, that's the only thing I feel about.

Yeah, well it would be really strange for um, New Zealand ads to have only Indian woman, because it wouldn't make sense, because the majority of the demographic isn't Indian, so they, New Zealand ads alter it for different skin tones, for different ethnicity's to be a wide range, how do you feel, are you, you've identified that the Indian market doesn't do that, that they have a select niche range of models. India has a lot of people who are dark skin, they do not cater to all of them. **Yeah. So, did you say you're from southern part of India?** Yes I am. **And so, if I'm not wrong, traditionally the southern part of India, female have darker skin and northern India have lighter skin, so even in southern India there are not many ads with light skin girls?**

No. **Yeah.** And if you see actresses, I mean there are actresses now who are lighter skin, but I mean, I see, you want to see 5 years ago, 10 years ago there weren't many. **That had darker skin did you say?** Ah no, I'm saying, they did not have darker skin actresses on screen or models. **Yeah.** And now I think past 10 years I think. **They have a few, like Deepika has darker skin.** Yes. **Priyanka Chopra has darker skin.** They've all got skin lightening treatments done, they're all fair now. I don't know what they've done. They're obsessed with whi- fair skin people. **Yeah even Kajol mentioned she also went under.**

Um, do you watch just Bollywood, or do you watch south Indian films?

I do watch south Indian films. **South Indian films.** Yeah. **So I don't understand the language but I watch the movies in Hindi dubbed, and I've noticed that none of the South Indians have-** South

Indian actresses- **Or dark skinned actresses.** They don't. **It's crazy because like none of them have, there's not one single dark skin actress that I can tell you from that.** Funny that the south Indian films do not have south Indian actresses. They're all from North India. **Right, that's interesting. And how does, how do you feel that the majority of the population feels about this?** Hmm, so again, as long as there's a pretty girl on screen they do not care but if I told you India is obsessed with fair skin people. Say probably they have a perception that if a dark skin girl comes and is so, the hero of the movie, maybe the movie won't run because not many people like dark skin girls it won't be more appealing, you know. **And do you think-** and want gather crowds that required to make a movie run or something like that. But, I'm pretty sure otherwise they would have had dark skin girls.

And do you think this is the similar case for boys as well? Like actors and models that are male? They prefer-

No. There are dark skin actors. But India again has a perception that boys can be tall dark and handsome. **Mhmm yeah.** But women cannot be dark. **Yep.** So, there are actors that are much darker, but even the products and trends are coming out for men, they also are on the similar lies of fair'n'lovely. Like, use this face wash and you're gonna get two times lighter and all that nonsense. **Yeah.**

So, it seems there's definitely an imbalance with the representation of beauty.

I definitely agree with that, there is an imbalance.

And how do you think, do you think this will change in the next 5 to 10 years, where do you think this will be?

It is changing, I am glad that it is changing cause there are more people out there in India who's mindset who changed. There more people who are more woke about it you know. Things like this, there are rally's, there are people voicing their opinions, bringing it to notice, that this is not right. Fair skin people are pretty as well, they need to be represented equally on screen. Cause they are talented, they have brilliant actors, Nandita Dass she's pretty dark skin, and she's a brilliant actor and now director.

Yeah, and how do you, why do you think people are making this change? What do you think is happening that encouraging-

I think education is a big factor in changing people's perception, there are more and more people becoming more liberal by education. **Yeah, so their education as in terms of their more aware?** Yeah, they're getting, people are becoming more aware of what's right and what's wrong in India. People just tell you their morals right and wrong, it's timing. And most, I think more western culture coming into India right now. Widening their perspectives and all of that that.

So, have your opinions changed ever since, from coming to New Zealand? Your perceptions of beauty, do you feel more comfortable or?

Ah, I feel more comfortable definitely, here I can walk home with no makeup on and nobody looks at me, no. Weirdly or. You don't get those judgey eyes following you everywhere. People mind their own business here.

Great. Where would you like to see India, in terms of their perception of beauty, their representation of beauty their standards of beauty, in the next 5-10 years time?

Definitely, as you've said, dark skinned girls represented more. Uh, people given blank forms too, you know, even in beauty pageants and all of that, I don't see a lot of dark skin girls coming forward, they're much prettier. I think Priyanka Chopra won Miss World she was really darker than what she is now. So yeah, I mean, if people are just, I think when she won Miss World, everyone was like 'she's dark, how could she win' blah blah blah, that mindset should change, it's probably going to change, will change. I don't know. It should change. **You hope that will.** Five years or so. **Yeah.**

Great, so I think that's all we have for, is there any last comments that you have about these ads or about beauty in New Zealand or India?

New Zealand I think it's fine the way it is, it's just in India people should just live and let live kind of attitude and all that. That should change.

Great, thank you so much for your time.

Interview Transcript 11

Just to begin with, can you tell me what beauty is to you?

Beauty ah beauty means ah it's not about the face or the skin or like that its, it's about inner beauty also, **Yep**, So you are basically working on um facial. I mean makeup and hair

Yeah so like ah. So basically you're working on that.**Yeah like outer beauty**
Okay outer beauty

Yeah but if beauty for you is inner beauty then you can talk about that

It can be about ah the eyes is the way the eyes you have the way the your lips is it can be a great effect on that beauty. Um, you can ah It can also be about its vary from skin to skin because ah we north indians have a white skin tone and south indians have a little bit of darkish skin tone. So we from that beauty beauty is just about the person inside not the outlook

Yeah great, so when someone says to you, um , when you hear the term beautiful woman, what comes to your mind? What image pops into your mind?

Beautiful woman, it might be of someone is judging of like beauty of the face or something like ah the way she's dressed up or the way she's tying her hair

Mhm okay great and when someone says to you this lady is not beautiful or shes a non beautiful person, what comes to mind? What to you is not beautiful?

Not beautiful, mm, everyone has their own personality so we can't judge anyone that's why I have no answer for this

Mhm nope that's fair . So if we were to add in the word Indian, what comes to mind when you hear the word beautiful Indian woman ?

Beautiful indian woman means it can be related to culture eh because we have ah like 100 cultures in indian it varies from like punjabi we have south indian we have telgus, we have hindu every culture of there is different so, it might be like varies from culture to culture

Mhm so what pops into your mind first? Is it your own culture that pops into your mind?

Sure, my own culture. If I see a person of my culture I will see he is dressing up for the lord, I will judge him based off of my culture.

Yup

Not others culture because I don't know that well about their culture, thats why

Mhm, so what culture do you belong to? Like where?

I belong to Punjabi culture

Yup, so when you think beautiful Indian woman do you think of a Punjabi girl first?

Yeah Punjabi girl first and after that it's all about an Indian woman they can carry anything and it will look good on her

Yep, so when we think about an Indian woman we think about her face and her hair, what kind of, what kind of things stand out to you? Like what kind of hair does she have?

It might be little bit frizzy. Frizzy hair is because we Indians have little bit of frizzy and black hairs and a black eyes. We don't get that blonde hairs naturally.

No

Thats why it come ah like black hairs and ah white tone face

Yeah and long hair or short hair?

Long hairs

Yep and um big eyes or small eyes?

It can be from state to state because it varies ah in Jammp and Kashmir you can look like me and if you go to Ladak you can have a little bit of tiny eyes like the chinese and the japanese have

Ah okay

Thats why, so it varies from state to state where you go find that look.

Yeah, great. And I know you've been in New Zealand for 1 month only. But have you, when you think about a New Zealander or a kiwi woman so someone was to say a beautiful New Zealand woman what comes to your mind?

Comes like a tall woman with a white tone and a blonde hairs and ah green or blue eyes.

Yep, so very foregin, western type of

No, um it might be like ah sorry

Like a western foregin type of look

Look? No i like my own look that i carry i don't want to ah copy someone else or I don't want to be like that. The way I am I want to be like that. That's it.

Great. So like you've said so what kind of things to you like in a woman? Do you like long hair or short hair or big eyes, small eyes

Its, its depend upon the personality of a woman like the look she wants to carry. Like I want to carry wavys, I love to carry that I love to carry curly hairs also I love to carry straight hairs also so it depends upon the mood, the way you carry your hairs or your makeup. It depends

Mhm

It's not particular that you want straight hairs then you going , ah yours with the straight hairs, its like variations you want to be with you. Like you want you perm hairs. Like I got my perm hairs also I got that heavy curly hairs also I got straight look also so its depend.

Yup, so what kind of things made you want to change and get perms and then straighten it, what made you feel like changing it?

I feel like ah it's my personality that I want to be a change within one year in my looks, thats why.

Mhm yup, what do you think are some of these. What do you think has formed some of these opinions of beauty for you?

Mm, I don't get it

So like, when we grow up we see a lot of people ah maybe they influence our beauty or sometimes media can influence our beauty like ah how we perceive beauty, so what are some things you think impacted you?

Mm ahh... nothing has impacted me just ahh passion because i love to do experiments with my hair thats why. There is nothing much, i watch movies and there i got like ah if I saw someone with a red hairs, i love to do that, blonde hairs to me also. Thats movies can inspire me or celebrities.

Can you give me an example of a celebrity that you like?

Ahh yeah, like ah there's a movie, there's an Indian movie a Bollywood movie I don't remember its name but there was a Vani Kapoor celebrity in that and she got her hairs in red colour from where I get ah motivation that I will go for the red hair I will. Because it's a different thing to get red hair in our culture. Like a big thing. So I got that

And did you like it?

Yeah I loved it, but after they damage my hair so bad I had to cut that short. After that it took like 2 years to be hair my size

So do you prefer long hair for yourself?

Yeah, I prefer long hairs but I love short hairs also but I go with that also but it doesn't tie up very well so I prefer long hairs.

Great so do you think any of your opinions of beauty have changed over time? Or have they changed since coming to New Zealand? Have they changed just in general?

No

No?

Its ah depend upon me like somehow um I don't want to even do my eyebrows and my facial hairs also. Like i'm been here for one month and I don't do that all this time I feel like its okay its fine its natural.

Yup and do you feel that way because you're here? Or because?

Because of here

Yep, and so if you were in India would you feel like you need to get it done?

I need to get it done within 15 or 20 days. Um but now when i'm here i dont feel that much that i should go over there and it's quite natural.

Yep, so why do you feel like it's quite natural now and not back?

Because people don't notice that much, that what are you wearing? What are you carrying? What your facial hairs are and that, that is the main reason. Because in India people notice very well like she has facial hairs and that is the taboo for them

Yep, so the standard is to get it removed?

Yeah

And why do you think that standard is there? Because it quite naturally I think Indian women are quite hairier in regions um just naturally, ethnically. So why do you think it is that?

It's because of ah I think it's quite culture or temperature or like that that's going on so, with ah heavy hairs.

Yep, and so do you think its the standard that they have to remove hair, do you think you've felt that ever since you were a young person?

No its like ah 14 15. When I was 15 years at that time I felt like that I should go with it now

Yep and go and get your eyebrows done and everything. And was it exciting to go and

It was not that exciting it was just ah I was um I was in a relationship with him. When I was starting a relationship with him then I realised that I should go with it.

Right, because you wanted to look good for him? Yeah, great um so i'm going to show you a few ads now and i'm just going to ask some questions about them . So I've got two ads here, one is of

a hair product and one is a beauty product. So what is the first thing you notice when you see these ads?

Ah her long hairs and the root of her hairs and her black hairs and ah and this side I see the beauty of her face, everything is just clear, no wrinkles or pigmentations no nothing. Everything is cleared.

And how do you, why do you think these people were selected to model for these ads?

She's just a celebrity, ah Karishma Kapoor thats why shes selected for that, i think. She is the brand ambassador of Garnier hair oil and she might be she has the looks, ah good looks, good features, good skin, for this ad, thats why.

Yup, and what kind of people do you think would look at these ads and buy it ? Who do you think it's directed at?

It might be like her face is so clear that people might think now if you apply this creams or beauty products on your face it will be clear, our pigmentation will be cleared and we don't get wrinkles. It might help in that, that's why. And in that ah the product will use ah because of that oil will help them for their hair growth for their back hairs and no greasy, just like that, no messy no greasy that they can use it.

Yup, um do you think if this is something that you would use?

No um, yeah i can use that Lakme moisturiser cause ah it might be more effective than ah the one i use so I might try.

Yeah and when you look at these ads and you said that this ad makes you feel like its more illustrating no wrinkles, no blemishes complete clear pure skin, how does that make you feel ?

Cause ah the girl given in this photograph has such a bright face , clear skin that's why.

Yep, how does it make you feel looking at her face?

Um i don't get it

Like do you feel like its real or

No its edited, it's not real its not that real because no one has this much of clear face, it can be only because of beauty products or something like laser treatments.

And how do you feel when you look at her hair? Do you feel the same?

Yeah, she's using, i think she's using a wig because no one has that healthy hair because its a genetic you got that healthy hairs you're lucky to have that, if you got that hairs. It's just a wig she's using for the ad make it look like puffer

Um and so when you look at this and think oh it's edited it not real, does it make you feel like, like its a lie? Like, do you feel like buying these products when you look at this or do you think its not real, there's no point.

I dont think its real, i don't find any point in buying some new product, because i'm not that tricked into buy product and use it on me because I'm very used to ah if I got a moisturiser i just apply it on my face, I don't use any particular cream for my face or my body. I just got a moisturiser whatever its moisturiser of whatever company I can use it. I'm not particular about my skin that I want to use this cream on my face, this cream on my hands, im not particular about it.

Yup, so what kind of when we look at this, what is the first thing you notice? The models? Is the model what's communicating to you?

No ah, the first thing I notice is the brand, its Garnier and Lakme

Okay, and the models the second?

Yeah the models the second

Yep, and so obviously these companies choose models, specific models for different reasons um like you said, shes a celebrity and then she has that kind of face. What um, what kind of standard of beauty do you think they're trying to tell the rest of the world?

Here they want to, I think tell about the confidence she has on her face and ah the way she is presenting the brand and there, they want to present a charming girl i think because she's smiling and she's a charming girl like I have good hairs so you should try that product so you should also get that hairs. I think that's why.

Do you think they're trying to say that this is how you should look?

No because ah everyone has their own personality so they got their own.

Okay, great. Um so when you look at these ads, how do you feel? Like what does it make you feel?

It make me feel like ah it's just a product the company's launching.

Yup, and if these actresses or these models were to have different hair colour or different skin tone, would it change how you feel? And your actions towards it?

No there's no comment for this

Yup, it wouldn't change?

No

Okay um so because you've come very recently from India, um you have more of like you're more familiar, you still remember what it's like to be there so do you remember seeing ads and stuff like that in India?

Yeah, I see this stuff. We also have this Lakme and Garnier in India also and she's our Indian celebrity show. I remember clearly

Yep, and is it, do you see it quite often?

No

No? Okay great. And um do you think that like so you've talked about some standards of beauty, how you like long hair and black hair, black eyes those kinds of features. Do you think that it's quite commonly felt among Indians?

Yeah, that's commonly, it's very common its very rare that Indian got that blue and green eyes, it's very rare they born with blond hair and brown eyes it's very rare

Yep, and do you think its like you said that you prefer it cause you consider it beautiful, do you think it's quite common in Indian thinking to think that um long black hair is beautiful, big black eyes are beautiful

Yeah they think that, it depend upon the features of the person and how their features are, their eyes , lips, its depend upon that

Yep, okay great. And what about New Zealand? Do you think if they were to look at these ads they would think the same thing?

I don't know because im very new to, so I can't judge them.

Yeah, but do you think what you consider to be beautiful, a lot of Indian prefer it to be beautiful , long black hair, big black eyes, do you think they would also consider that to be the most beautiful or would they think something else?

Ah its depend upon their mentality how they're thinking, what they think about. Its my mentality that I would prefer long hairs and it would look beautiful, some would prefer short hairs, or curly hairs also , blond hairs also. I dont think black hairs, I like blonde hairs or some brown I like that.

You prefer that?

Yeah, I don't prefer long proper black hairs, I prefer brown and blonde hairs .

Um similar to what you have right now?

Yep

Um would you, is this something you would like, do you like seeing it on her?

Its like ah her baby hairs ah and ah thickness of her hairs, I like that.

Great, so if we kind of move away from the beauty and do a little bit more on like clothing and that kind of thing so in India the clothing is very different to what there is in New Zealand . how do you feel about that?

I don't feel that much about that because ah the way I used to dress up in India I dress the same in New Zealand I don't feel that much difference here and because Indians follow western culture alot western culture and only prefer their culture or festive season or something else or a marriage in their house that's it, after all they use that western culture.

Mhm and what um so for example sometimes the clothing in New Zealand is shorter and there's more skin exposure whereas in India it's a bit more conservative. How do you feel about that?

No I dont feel about that much because it quite common in India also now. Its ah, in metro cities you can go out and see the same clothing that they are carrying indians are also carrying that just in the small city like Gujarat and the northern and eastern sides it's like conservative but the south side they are open you can wear anything, you're free to wear anything no one notices you. Its like that.

Okay, great. So im going to show you two more ads now so these are also for um the same similar line of products. So what is the first thing you notice in these ads.

I notice that brand name, again I notice the brand name Neutrogena and L'oreal and I don't know this product is for its be for the beauty product also she's ah showing that beauty in her face and that might be all for that ah hair um yeah. Because she's just like showing her hairs more in that photograph that's why

And how do you, how do you feel about the, the look that these models have going on?

She's having some like ah according to the product they want to show that its been a clear skin and that is about the hairs that you can ah i think experiment with your hairs colour and its for that

Mhm, so if you were to choose out of these two ads one product that you are leaning more towards, what one which one would it be?

It would be colour, because I am more fond of colours. I don't use much of oil because I'm a I consider, or I prefer that castrol oil before your head wash that's why I prefer that colour.

Yup, and would, when you look at this model how do you feel?

Its like shes passionate about something and confident in her face so she just want to explore her hair

Yup great and how do you feel when you look at that model?

She's like ah little of ah like charm, confident with her face that she can ah explore her face anywhere she's confident about that.

Yep, great. So no if we look at these ads um in terms of the two beauty ones, which one do you, would you lean towards?

That one, Neutrogena

Mhm, and why is that?

Because she ah her face look natural and hair, it's a lot of editing its given there and that picture look like ah quite natural on her face

So is it more relatable to you? Because it's more of a real

Yeah it look like ah she's having a good skin tone and a little bit of makeup is applied , hairs look like its edited because of because of the product to make it look good.

Yup, great. So if we look at just these models now, if we don't look worry about the ads or the brands, just the four models. Which of these four models do you think best fits your definition of beauty or which one looks the best?

She look best with her beauty

This one here?

Ah yeah this one,

Um because it suits her the product also. Its seems a good she's looking confident with her skin and her skin looks good in this picture and her skin is looking like edited ah more edition is given to her face to make the product

So the Neutrogena one looks real?

Yeah

Which one of these would you consider the least?

Least? Ah that one

This one here?

Yeah

The L'oreal ?

Yeah her model because ah she's looking more aggressive than they want to show the confidence and its hidden behind her, thats why

Yeah, um so when we were talking about like traditionally Indian hair tones and thing cause no one naturally gets um blonde hair, um so you said in south India a lot of people have darker skin tones and with that they kind of generally expectation that they have dark hair to match it?

So this model here, she has quite dark skin, she's got blonde hair. So how do you feel about that?
It's quite fit in her skin tone because ah dark skin tones should have those black hairs and little bit of blonde but its too much blonde on her skin tone. It look too much

You think it doesn't suit?

It doesn't suit

Yep, which colour do you think would be more appropriate for her?

It's like something in chocolate shade or something in ah it's not all full colour it might be in streaks or something ah like little bit of in her hairs

Yeah, great. So earlier I asked you about some celebrities that you consider and you said Vani Kapoor because she has red hair. Are there any other celebrities that you would consider very

Um like um Aishwariya Rai because she has those red streaks hair colour and i like that

Great, and soo in india there are a lot of products out there that are kind of there for, to change the looks. Like for example skin lightening products and skin products like fair n lovely and lots of other ones. Um how does that make you feel, as someone from india? As a female consumer?

Um its depend if its sold that product but i don't prefer that product for me because ah it just moisturising cream and they just added a name on it, it's a fairness cream its a night cream that's it but nothing like that it's just a moisturising to your face. You can normally use a moisturiser a body moisturiser on it. That's it. It doesn't work

Mhm, how do you feel about the fact that some people want to change the way you look

Everyone wants to change their look, if ah somebody is more darker he want to get fair and ah if somebody is more fair he want to get little bit darkish, it depends ah what the person wants to be and I don't think the products which are available in the market could make someone the way they want to look can change it truly like ah your colour your skin colour or your, you can change your hair colour but you can't change your skin tone, the way you have naturally when you were born.

Yeah so um a lot of people are quite conscious of their skin tone or are quite like you said body hair and things like that. Was there anything that you have been conscious of growing up?

Sorry I don't get it

Anything that you like about your beauty that you felt conscious of growing up? Um whether it be height, hair colour, body shape

okay, its ah body shape too much ah sorry I don't get that word, but its too much ah about my body because of um I just put on little bit of 1 or 2 kgs of weight just start running here or there because ah I want to be a fitness trainer by professionally and i'm doing it last three years in India and so i'm very much conscious about that, I'm very much about my weight my diet my exercise. Everything.

Mhm and that ah for the health reasons?

It's because of somehow health reasons but it was not ah one ah when I was I just start the gym because I left the swimming out because of my hairs, my hairs were so bad because of chlorine. I left

that and then I chose the gym it just for my fitness and after that I get passionate about the gym and the weight lifting and I start doing weight lifting for two years and then after that I start training people now I came here and I also want to work professional in this profession about that fitness

Yep, so are you, did you join a gym here?

Yeah im doing workout in cityfitness

Okay and how do you feel about that?

It's good it's quite good atmosphere, good machines there and it's comfortable to do exercise

Mhm do you feel like um more pressure or less pressure to look a certain way here

No i don't feel like in India also its quite normal and its depend upon me how I want to look and if I don't get that look then I will ah like get depressed about that body which I want

Yep and that's because you want to look a certain way?

Yeah

And this body that you want, why is it that particular body style that you like? That makes you like that?

Its ah i feel comfortable in that body, that's why because i don't want to get that fat or that thin that people would notice because i'm so conservative in myself. I want this body, I don't want to put on weight and I don't want to reduce weight. The way i am i want to be like this. I have PCOD and it's a problem to lose weight it helps to gain weight a lot you have to control your diet also, you have to do a lot of exercise. Then you get the desired goal

Yeah and do you feel like you know like sometimes something like christmas or something happens and you just can't exercise the same or you get busy. Or even when you were moving here you get really busy, um how do you feel when you can't keep up to date with that standard.

That's normally you need 3 days to 4 days for your workout you can have the rest weeks, like one or two weeks you can rest, your body won't change in one or two weeks. Its years of training it wouldn't change in one or two weeks. It's quite normal

Mhm, when you were coming to New Zealand ah from India have you ever visited New Zealand?

No I just came here for first time

Yeah so this is your first time. Was there anything that you were worried about?

I was not worried I was just worried about ah legs waxing, how could I get that waxing ah I was used to waxing so much because ah I would about waxing every 10 to 15 days and here it's quite expensive so I can't visit 10 to 15 days so I could start using razor I don't want it because I haven't used it, it seems I remove my hairs for the first time

Since you were like 14 or 15

Yeah

So um so obviously it's harder to maintain that standard because it is really expensive here, I've heard its much cheaper in India and its also further away. Like its not close and convenient so how do you feel like. Do you feel like you know like in India people are very like "oh my god look you're overdue you need to go get it done" um where as here you said that people don't really care or they don't notice and how do you feel about that?

It's good, it's good for me like I have to frequent my chin hairs because of PCOD and frequent facial hairs because of and it's quite normal here i don't feel that frequent like i should go and get it done, i don't feel that frequent here

Yeah, because of the people here?

Yeah because of people here

Yup because

Because they just don't notice that what you're doing, what you are not they're in their own families and in their own work

Yeah, do you prefer that?

Yeah

Is it like, I hear that in India its very like someone or some relative or an auntie or someone will always have something to say

Always

Yep

It's quite normal there, it's not a taboo it's quite normal there that people will say what you're doing, what you're not doing, what you're wearing what you're not wearing, they're concerned about that

Yeah and so like obviously you would've been very used to someone always looking at you and always like you need to do this and you need to do that so you've been doing that like you said you started when you were 14, how old are you now?

I get it done because I have big sisters and they're quite frequent and they do it by themselves and from them I realised okay I should go and done

So how long, how old are you now?

23

Mhm so you've been doing it for at least 8 years, 9 years

Yeah

And so you're very used to that pattern cause you've been doing it for so long so all of a sudden you're in New Zealand and you're not doing it are you comfortable with that?

No i'm not comfortable with it because it's my own personality also i don't want hairs on my body and its ah quite tough for me to adopt this to get hairs on my body

Yep and that's why you're using a razor?

Yep

Um so how do you feel like, do you think with time you'll get used to it?

Might be used to it but ah razor got like itchy and rashes on my skin so I don't prefer razor that much

Yeah so do you think with time you'll let it grow and be normal?

It can't be normal to grow my hair because its like not of my skin colour its like black hairs we Indians got and it's very tough to get that removed, so if i want to wear shorts I can't go with my hairy legs

Yeah

I can't go with my dad with hairy legs i have to remove it. So it can be on your that i can remove it with hair razor or when I want to wear the shorts thats all

But you'll always have the perception that you want to remove hair?

Yeah

Because of, and it wont change regardless of where you are?

It's because of me that, im not comfortable with that, that hairy legs

Yeah, because you've always removed it and it's always been that standard.

Fair. great so is there any last comments that you have about beauty that you'd like to say anything about these ads or about what you feel beauty in new zealand is different or?

It's just ah the beauty in New Zealand is like quite good cause they have just a good physique a good height a good muscle building and its a pure right here that have that look and it's quite in some states you got that look also not height ah well build people and a strong leg. You got this look but you dont got it fair look you got that ah if we talk about physique we got that physique also in India

Yeah, in certain places

Yeah

Yeah and it's something that is um probably representation of a better health, you're healthier when you're fitter and do you think that's more attractive?

That depend upon the person nature and the person like ah feel like ah my husband is not that much built and i don't feel like to make him like that building up and make him more attractive I don't feel like that

Yep, its depended on everyone's personalities

Yeah

Great, and um like you've said the two different states of each end of India they look completely different

Different

And like not in anyway similar

Their taste of food is different, there languages are there are like 1800 languages in india, hope you know

Yeah

Are you indian?

Yeah, well im from Fiji but an indian from Fiji but i was born in New zealand, so like I've always been here. Um but i know that its very different cause I've always been surrounded with different types of Indians so I know they are very different

Theres like 1800 languages and its like ah hundreds of cultures that ah even i don't know, even I know that ah in north side that's it, Kashmiri, Dogaris the culture which I brought up doing I only know that cultures

Yup, in ah i've seen movies and like that in which some Kashmiris they have very pale skin, extremely white pale skin almost similar to New Zealand

Yeah the Kashmiris are like New Zealand because they also have that heights and well built but aah they're ah where they're brought up they're like too conservative they can't wear that exposive clothes they have just their Burkha they have to cover themselves they are the pure beauty of India

Yeah

Jammo Kashmir is the pure beauty of India then you got every beauty of a person there

So what do you mean by that, like how?

Like how, it's because of atmosphere there and exposure of the climate there, thats why

So when you say pure beauty, what does it look like?

It's like pure skin,

Mhm so like clear?

Clear skin , you got clear skin with ah if you look at people without makeup you can't trust them if they're applying foundation or not, just the clear skin and it might be because of that atmosphere there because it's a hilly station and it's also a hilly area that's why we got that beauty there

Alright, and um did you ever like when you were growing up there that you want to look like them or you want to

No i don't want to look like anyone, the way I am, what god has given me I am fine with. Im happy with it

Yep, and you've always felt that way?

Yeah

That's great and you haven't like, in the Indian culture there's a lot of comparisons of like 'oh look at her she looks so skinny, she looks so great, look at her she looks so nice'

Too much there, It's quite normal

Yeah and that's never impacted you and you've never felt

No its never impacted me at all, even my mum called me on video and she said ' you're getting fat' it's all fine, no issues, I will get back to my weight but it's all fine

Yeah and so if, for example you visit India again like you went to visit your husband or if you just went by yourself would you feel the need to look a certain way there?

No it's quite normal there, the way I am here I can be there as well

So for example you said that um you used to always wax and do everything in India, would you feel like you need to go there looking smooth and waxed and

No it's quite normal, its ah and I was not that much concerned about it but a little bit when I have to go out or I want to catch up with my friends that. Only then it's not that particular about it have to go do the wax and all

Okay great, well I think that's probably it, ah you have any last things you'd like to say? Any last comments?

No nothing

Okay , thank you so much for you time

Interview Transcript 12

Okay to start off work what is beauty to you?

According to me, beauty is in which you feel very comfortable, like how you carry yourself and how you handle yourself to show your beauty. Like not even just outer beauty, inner beauty as well. So that's the beauty for me. **Mmhmm so how a person carries themselves?** Yup. **And how they show themselves?** Exactly, even though it doesn't matter you are black or white, like colour doesn't matter but how you carry yourself with your colour and your personality, that is the beauty.

Great so when you hear someone say beautiful women, what comes to your mind, what image comes to your mind when someone says beautiful women?

Hmm, someone with like nice figure, **what kind of figure, slim or?** Figure can be slim, or can be bigger, doesn't matter, it just matters how you carry yourself. Even if you're big still like you're wearing like nice clothes which suits you and you show yourself nicely, that's it.

And when you hear the term beautiful women what type of face comes to mind?

Beautiful what sorry? **So when you hear beautiful women what type of face comes to mind, what does she look like?** Like Warina Hussein hahaha, she's beautiful.

So if someone were to say what to you is not beautiful or something you think as non-beautiful, what would you think of?

Actually I have not met someone who is not beautiful yet, they all are beautiful in like their own way. So its not like by saying the word beautiful has like a proper definition. There is no proper definition for a beautiful women or anything like that. **So you have not met someone who is not considered beautiful?** No no. **How about when you picture women with acne and scars and blemishes?** They are, I mean I had that, earlier when I was in my teens because I had scars because of my accident and I had acne on my face. And it was not just like one or two pimples it was like my face was filled and I used to look like I had like burns on my face, it was that bad but that's according to time. Like it's just a time thing and it goes and now I'm having like a clear skin no one even can imagine I had that like acne on my face and the scars. I had like a big scar here before, which you can't see right now. **So did that scar go away with time?** Yeah it did, my mum she actually consulted with the doctors but they said that she is very young so her skin will heal herself, like itself, so you don't need to do anything with her skin at all. **And how did you feel when you had that all on your face?** Nothing, actually my friends were very supportive because they loved me, rather than my face, so they were never bothered. They always used to joke around me so I never felt like I had something bad on my face because they were not making me feeling like that. So I think there is inner beauty there aswell.

And what about in reference to umm Indian family friends or aunties? How did you feel? Because they have a reputation of being very direct and very open, sometimes it can be perceived as rude, so how do you feel about that? Mmmm I, like to think that everybody has their own perceptions and their own ideas. Like with the older generation I'll say that at one stage they all have the like, same thinking but still like, if I don't like their thoughts or anything, I just uhh smile and go away. Like I can't argue with them so I just get away with it, with a smile and don't say a word and just go away. That's what I do. I just walk away.

And if we were to add the word Indian, what do you think when we beautiful Indian woman? How does she look?

You. Hahaha. You are beautiful. **Hahaha thank you, but if you were to think of like a beautiful Indian girl, like what does her hair look like?** Hair look like? Curly of course because I have been having straight hairs. **Yeah haha, everybody always wants what they don't have.** Hahah yeah exactly. **So when you think of a beautiful Indian girl do you think like dark hair?** For me its like, I don't have a particular image in my mind for an Indian girl. For me, I am having one friend named Saima. She is very beautiful to me. What makes her more beautiful to me? Her smile, the way she talks and then like even if it's a weird thing, it becomes more fun when she explains it. So that's why I like her a lot, as like a beautiful women. I know like many beautiful Indian girls but still like that makes Saima a bit different as a beautiful because she is having the confidence and the way she talks and all those things. **So there isn't like a specific umm, an image in your mind? It varies? Because everyone does vary, specifically with Indians from Punjab all the way to south india so there is no one image that comes to your mind?** In that sense, aaah I don't know, because the way I was brought up my mum never created any difference like oh I am from Punjab and they are gujartis and they are from south so they can be mallus or madrasis. Sooo she never created a difference in my mind, so for me whenever they are in their traditional dress they all look good and beautiful in their traditionals. **Mmhmm so what do you like to wear?** In my tradtional? I like everything, I like to wear south Indian aswell, I like to wear Punjabi but not the Punjabi suit salwar, but the giddha dress, I like that.

So when we think of an Indian girl, all Indian girls in general there are certain things that we can't change because its just genetic, for example its very rare for an Indian girl to have naturally blue eyes, they normally have dark eyes, so is that what you think of? Yeah yeah. **And also with hair, very rare to get naturally blonde hair.** That's right, its always dark. **And what about the length of their hair do you think short or long?** Long, mostly they have long hair. But now there is a trend to have a hair cut and new looks and everything but yeah mostly long hair. Because Punjabi they don't like their girls to have hair cut. And even in south I think there is a trend to have long hair so yeah. Mumbai Maharastran girls they also have long hair too. **And why do you think Punjabis don't like their hair cut?** Hmm that's in their culture, that's why. They don't like to use scissors on their hair. Because I belong, like my mum shes from Punjab, and my dad is from Haryana. And my mum never allowed me to have a hair cut and she never wanted me to use scissors on my hair because she wanted me to have long hair. And I had long hair at first. **When did you cut it?** My husband didn't like it so after marriage I did haha. **And are you okay with it?** Aaah nah, I think I agree with my mum. **So you're so sad your long hair is gone?** Yeah. **But did you feel more comfortable in cutting in New Zealand or India?** In India. Their hair stylists aren't as good as India. **And how did you feel once you cut your hair?** Ohhh that ones was like a bit of a drama because all my neighbours and everyone was like ohhh why did you cut your hair, like we don't want to talk to you, like you had such a beautiful hair. Like because I was having really silky straight hair, like I didn't even have to comb it after washing it, it was that silky. So I had my haircut and everybody was like ohhh, whyyy did you do that? **And how did your mum feel?** She felt very bad about it. **But did you feel comfortable with your short hair, did you like it, did it look nice to you?** For me I was comfortable with my long hair too because I never liked to leave my hair open ever. Even now I am having short hair, I have a habit of tying it up. So even then I used to braid, like properly and keep it like that. If I'm going to a party then I'll leave it open and do some kind of a hair style but only a little bit. **And now that you've cut it, what do you feel more comfortable with?** Long hair. **Because you've always had long hair?** Yeah

So when we think of an Indian girl automatically some things come to mind. Like there are things like dark hair and dark eyes etc. So when you think of New Zealand girl what comes to mind? Blonde, white and more outgoing. And I like their figure because they are very much toned. As compared to Indian girls. Because Indian girls, though they are skinny but they are not regular in exercise, they don't have a toned body which I admire in kiwi legs. They have such a toned legs and thighs and that's censored haha but still, I like their body. **Yeah its more healthy,** healthy looking

yeah instead of like very skinny and you like a malnourished girl, like you're going to fall over haha. **Hahaha yeah, so you prefer the muscular kind of toned and healthy and is that because it looks healthier.** Yeah and active. **And would that be the type of body that you want?** Yes. **And did you want that when you were in India or only in New Zealand?** Mmhm I think I had my toned body when I was in India, and the time I came here I didn't get the time that much to for exercise or something but still I used to walk. And I had my toned legs and thighs but after that completely I missed it because I had a car and I didn't feel like doing anything. So after that I just started admiring kiwi girls. **And when you think about their eyes what do you think?** Hmm they have beautiful eyes. But like the shape of eyes and everything I like in Indian. Like Indians have the beautiful big eyes. **Yeah and you prefer big eyes?** Yeah. Though I don't have but still. **Yeah most people think big eyes when they think Indians haha. And why do you think, like you just said you like big eyes and long hair. Why do you think this is? What do you think has formed this opinion of beauty for you?** My perception never changed about the long hairs, long hairs is honestly very beautiful and with the short hairs, you never go to girl and say oh you are having short hairs and its looking very beautiful. **Hahah yeah.** But with the long hair you will go and say oh my god, such a long hair, so beautiful and you will go and approach them and give them a compliment. I used to have lots of compliments at that time. Omg you have such a long hair they are so beautiful. So yeah that's why I like it haha. Not just to get compliments, that was easy to handle for me, though I used lots of shampoo. It was still really nice. **And do you think that is what you always saw? Like you always saw it in your family friends and things and that's why you thought it was nice?** Yeah but in my friend circle everybody had like short hair, it was just me who had long hair. But for me it was easy to handle long hair because you can actually braid. And you know now that summer is here your hair will be annoying and going very weird and it will itching on your neck and sweating and that is like such a bad feeling because you can't braid this type of hair. So with the long hair it's a nice long braid and you can just tie it up and not worry about it all. **Yeah nice and easy.**

So when you think about like what your mum thinks is beautiful, your mum always think a certain way of looking is beautiful, like you said with the long hair, do you agree with that?

Not that a certain way of looking is more beautiful, for my mum and dad I was beautiful as the way I was. It was just for them that they liked long hair, that's why they were like expecting me. They didn't actually force me or they didn't actually did anything for that. They were not like you have to have long hair, if you did anything we will throw you out. It was nothing like this but still it was my duty like, if they like something I should fulfil their wishes, whatever they want from me. Because my mum is having short hair, she have like haircuts. Its just for me she wanted to have like long hair. Not because I used to look beautiful, its just because I was tying my hair, so you can't look beautiful when you are always tying and braiding but its just the thing that she wanted in me.

And what about when you think of celebrities and stuff? What do you think about their beauty and the way they show their beauty?

In celebrities. They are beautiful, they all are beautiful. **Can you give me an example of a celebrity you consider beautiful?** At the moment I like, like I'm a really big fan of Warina Hussein. The reason why is she is having such a beautiful figure. Such like a perfect figure. It's such like a perfect figure. It's not like she is very skinny or big, and yeah. And the way in whatever she wears and whatever she is representing herself. She knows how to carry the dress. Even though it doesn't matter if the dress is not good but the way in which she carries it makes it like very beautiful, so I like her.

Mmhm and do you think your opinion on beauty has changed at all? From when you were in India to when you came here? Or just over time?

Hmm never, because I was very little the time I came here and I think that time I was like 15 and a half. After high school there and I did one year of high school here as well. So at that age nobody

thinks beauty or anything like that. So whatever you have in your mind is just like aaah, what do play, what do you, naughty things like that. So yeah, never. **And did you find anything different when you moved to New Zealand? Like did you find yourself doing your hair differently? Or wearing different clothes or doing different things to your skin or anything like that?** Nothing I was a very tomboy kind of girl. I did change myself because of my husband. Because I had nothing like a girly thing in me, I was very tomboyish. I never card for like brushing my hair or making myself beautiful using makeup or anything. Even like, not even like eye makeup like kajol. I never put it on, ever. But the time I met my husband so he said like do something, girly things, so I started putting on like nail paints, brushing my hair, tying it up properly and uhh dressing sense was always the same. So it was never changed the way I used to dress up. It was just like a few things in me, started doing makeup sometimes, occasionally. **And so when you did put on makeup occasionally what type of makeup did you wear? Because Kiwis and Indians can sometimes have different types of makeup application.** I think I can't differentiate, because aah here girls, they wear makeup everyday and Indian girls I don't think so they prefer to have like makeup on all the time. And whenever they do, I think they are smart enough to show whatever is good. Like if their best feature is eyes on their face, they actually show it very beautifully with colours and bright colours like Indian girls usually like so that's the way to show their beauty I think, so I like that. **Yeah, so that's what you do when you put on makeup? You enhance the features you like?** Acutually, I like simple ones haha, but I do admire girls who actually use bright colours. **Right, because you think it looks nicer?** Yes of course because they are acutally showing themselves.

Okay great, so I am going to show you a few adds now so just tell me how you feel about these. So there are two hair products. So how do you feel? Whats the first thing you notice in these ads? It's for the hair, hair colour.

Mhmm and why do you think these models were chosen for these ads? I don't know.

And what kind of people do you think would be interested in these products? Whoever like to have changes in their life, they want to look different.

Does this product appeal to you, would you ever consider using it? No. I like natural. I had hair colour before but it ruined my hair so I have never used it again.

So when you first look at this ad whats the first thing you notice? It's Indian and that's a foreigner. **And whats the first thing you saw or grabbed your attention?** Karishma Kapoor, our Bollywood actress.

And what did you first notice the product or the model? The model haha. She is attractive. **And what do you like about her?** I always like the figure I don't know why, every girls figure I like.

And what about this one, what do you notice straight away? Hmm her hair, her eyes, Her lips.

So what kind of standard of beauty do you think these ads are trying to demonstrate? I don't know, because, I think this one is very appealing because of the way shes giving her looks, the one with the loreal ad. The other one is looking more subtle and decent.

Yup and how do you feel when you look at these ads? Hmm I don't know, because for me hair colour ad does not appeal to me anymore.

And would you feel differently if these models had different skin tone or hair tone?
No.

So when, like you're an Indian and you're looking at these ads with an Indian perspective, do you think most Indians would see the same things you do? Mostly, because everyone has um their own opinion. So you can't match with anyones opinion like yeah. It's just like few things can match but not like everything will match.

And which one of these ads appeals to you more? This one. The loreal ad, yeah and why is that? She is looking more sexy haha, that's why. **And would you consider wanting that kind of style?** Yeah. **As opposed to this one? This one doesn't appeal to you as much?** No, not much. I don't believe in Indian products that much.

And do you think if a New Zealander saw this they would feel differently? I think they would go to Loreal Paris aswell, not with this one. **And if we took away the ads do you think they would feel the same way as well.** Yes of course.

Okay great, I am just going to show you two more ads now. What's the first thing you notice about these ads, how do you feel about them?
It's for the skin. And yeah that's what I can notice.

And how do you feel when you look at these ads? Is it something you would consider purchasing? Mmhmm, Neutrogena because of the reviews. Most of the Indian ads they just show it just for the sake, like they over exaggerate the things, that never happens. As like my grandmother she had like a bit dark complexion and she always wanted fair complexion because my grandfather was having very fair complexion. So she was using that fair and lovely which they always used to say like oh you are going to have a fair complexion after using this and her whole life she never actually missed one day for using fair and lovely but her complexion never changed soo, in Indian ads they don't show the reality. **So when you look at this ad you don't think this is real?** No. **What makes you think it's not real?** Because you can see like in this one the girl is looking more natural and in this they're like putting more lights and everything to make her skin look more bright and glowy. And I'm sure it's all because of the makeup and lights they are putting on her.

So if you had to choose a product it would be the Neutrogena one? Yeah Because it looks more natural to you? Yeah. And how do you think people feel when they look at this. Its very attractive. If I was to be like very young like teenage or so, definitely I would go for this, oh shes looking like so more beautiful and more fair colour. So I if I use that my skin would look like more glowing and I should go for that. But now I know the reality so I'll choose which is more natural and which is like, actually the true story they are telling in the ad.

And how do you think most Indians would react to this ad? Which ad do you think they would prefer?

Of course if they show like this, they will go with Lakme. **Is it because of the brand or the type of model?** Because of the type of model. **And what about New Zealanders?** They will go for Neutrogena. **Because of the type of ad?** Yeah exactly. Because they are not exaggerating the things, it's very natural.

Okay so now if we only look at the models, we don't look at the products or anything, what model do you think best represents your definition of beauty.

This one, the loreal ad. **So why do you think that is?** I don't know, she is looking like very sexy and nice and like her eyes. Like everything on her face is actually speaking, that's why. You know how eyes they tell everything like according to dance. When you're doing bharatnatyam or anything, the eyes actually speaks, the eyes actually dance soo that's what I can say about this ad.

So which one do you think is the least attractive in this ad? Like you do not think it fits with the standard of beauty or is the least beautiful. Hmm they are all beautiful but just because of the way of the ad this one, the Lakme. **And that's because?** Because they are overshadowing it. **It doesn't look real to you? Yeah.**

Okay great, so um you just spoke about your grandmother using fair and lovely to change her complexion. So that's quite a trend. There are a lot of products coming out, a lot of ads and stuff around changing the way you look, not just with makeup but actually trying to permanently change the way you look. So how do you feel about that and these types of products?

Like, in my opinion. I actually prefer like how my mum and dad have taught me, like whatever your inner. Like the way you are, so you need to accept that without changing. If someone is loving you they need to actually accept as you are. If you are changing then you are a changed person. Then you will not love yourself as well, you will start missing. And it happened with me as well, uh when I was act like I'm quiet and I don't talk to anyone yeah I start missing myself. If I don't fight with my husband, then it's not me actually. If I see something wrong and I don't react on that then that's not me. And I will actually curse myself and I will say, ohh why didn't you react? That was the time to react and you will regret your whole life. **So you think it's best to be yourself, the way you are?** Exactly, without changing. And even if you do want to change yourself it should be for yourself, not for anyone else. You know what I mean? Not like, oh that person doesn't like that thing in me so I should change. Noo. If you don't like anything in yourself then change and if you feel like yeah I need this change in myself for my betterness then do it. Definitely go for it.

So how do you feel about all these girls wanting to lighten their skin tone because they feel society wants them to be lighter?

I don't think they should do it. I think they should do it if they feel like their skin tone and colour is not good and they don't feel confident and start doing things like make your complexion lighter but for yourself not for anybody else. Like I had, you had never seen me before. My teeth were not like this before, aligned. It was very jumbled up. I had very sharp like these canine ones. They were up and down and overlapping, they were really bad. The time I used to smile I never used to open up my mouth because I feel really bad. I felt like oh my teeth they are so ugly. And the time I met my husband he accepted me the way I was. Like my teeth and what I used to do, whatever. He loved me for that. And then I decided actually to have my cosmetic surgery done for my marriage. And I did it just before my marriage not when I met my husband, just for myself. Because I wanted my teeth to be better. Because everything would get stuck in my teeth and I would hurt my lips and it was not that comfortable and then I decided, I should do this. And I'm confident after that and I feel good. Not for other people. Nobody has ever said anything about my teeth, it was for myself.

So you said two reasons for getting the teeth straightened and one of the reasons was that it didn't look nice. So what makes you think that straight teeth looks nice?

Because when I used to laugh my teeth would come out onto my lips, and I don't know how to explain it, **like buck teeth?** Yeah very like out there. So when I smile I used to look like a rabbit hahaha. Though I was cute, I used to look cute but still I felt like to change it after meeting my partner. Not before that ever because yeah my friends accepted me for who I was even my partner accepted me but yeah, just for myself. Because I wanted to see a change in me, I wanted to see how I will look like. **And are you happy with it?** Very happy with it.

Okay great and have you got any last comments about beauty or perceptions of beauty?

I think they should stay as they are and they will look more beautiful. You will also admire when people have the attitude of well I am who I am, and you will like it because you don't want similar people. To all alike, you want like different personalities and like that's how the world is going on. If

you don't meet different people you will not feel like meeting them ever, like aww everyone is looking same why should I bother, one person is enough in my life. So yeah, you also want a difference you know. Like in your food also you can't have like the same taste everyday, or just one thing so yeah, that's how the people are so that's why you would like to meet different people. Because I am the person who used to like sit in like the backpacker in Auckland, Auckland backpacker is like the very busiest and packed. People don't get the rooms easily. So I used to spend the time in the lounge and do my assignments. Though I had my own apartment, just to see people and know how they are in the world. That was my craze.

Thank you very much for your time.

Interview Transcription 13

Okay so to begin with, what's beauty to you?

Mmm honestly, since the very beginning, beauty to me was nothing, like yes, obviously your outward experience that plays an important role, but for me, it was always from the inside. So yeah, its like if a person is rude to me or doesn't know how to speak to people or anything I just never used to talk to them, no matter what they look like. So yeah, it has always been the way a person behaves and their personality. **Mmhmm so that kind of symbolises beauty to you in a way?** Yes

Okay and what do you think when you hear the term beautiful woman?

A combination of both actually, like your outward appearance, being confident the way you are and your personality as well. **Mm so if we think about the outward appearance that you were talking about, when you think of a beautiful women what kind of characteristics or image comes into your mind?** Aah there are no specific characteristics, again it depends if you are very confident about yourself, so basically I can say that I am very confident about myself so I am very beautiful to me, but if you yourself don't believe that you are pretty enough then it's like I don't think I can have that. So its your own perspective towards yourself.

Okay great, and is there anything you would consider to be not beautiful or an image of beauty in your mind? Hmm again, the same thing. Your personality, the way you treat people and everything. Not nice.

Great, so if we were to add in the word Indian and if we think a little bit specifically, what do you think when you hear the term beautiful Indian women? So if you had to like picturise a woman what comes to your mind?

Definitely, obviously, the way Indian women have been portrayed and everything, definitely like really pretty eyes, really curly hair, dusky skin and really long hair. **So when we think about her eyes you said lovely eyes, so what do you mean by that?** Ummm I guess it will be normal, you know we have that fish eye type of thing, something like that. **And the colour like?** Yeah dark eyes. **And when we think about the hair, you said long hair so what colour do you picture the hair?** Black curly hair. Like wavy type. **And you said like dusky skin, so what kind of complexion does she have?** It can be both, it doesn't have to very clear because I don't think that's possible but yeah. She can have scars, she can freckles whatever. **Cool and what kind of body do you imagine?** Mmm definitely not super thin, something curvy. **Great, and what kind of clothing do you sort of associate?** Mmm so when you say Indian. I am someone who loves traditional Indian clothing so beautiful silk sarees, is like the best thing for me.

Awesome, so if were to do the same thing again but this time add in the term beautiful New Zealand women what comes to your mind? Mmm so the complexion and all changes. And its just the complexion and the clothing that changes. And that's it I guess. **So how does the complexion change?** So obviously people here are more white, so that. **And what about their hair, what type of hair do you imagine them to have?** They normally have black hair, as much as I have seen here, people have like really good dark hair so yeah that's it and yeah wavy.

So what are somethings for you that you think have formed these opinions of beauty? Aah when it comes to a beautiful Indian women, up to an extent the people that I have around. So when it comes to the clothing I told you like I love my mums sarees and everything. So up to an extent my family and other than that media, definitely. Bollywood movies and stuff, definitely will have a huge impact.

So what kind of influence do you think media has? Quite a strong influence?

So you've said that the people you've been surrounded with and the media to an extent has influence on you, do you think that there has been a standard of beauty that has been created that everybody reflects on? Hmm again it's not like something that people have told me. So when it comes to my family, everybody around me loves silk sarees and loves traditional south Indian clothing. So being around that even you start cultivating and developing a taste for that. So yeah, that's what happened with me. **And what about other things like skin complexion or way you style your hair and things like that, has that had an influence on you?** So in those cases its again a mixture of things, because if you see the medias point of view it's more like aa fair skin, only if you have fair skin then you are considered to be beautiful but then my family what they believe in, again what I told you ealier that if you're like confident in your skin then you are like way more beautiful than anybody else in this world.

Hmm so yeah.

Okay great and when you moved from India to New Zealand how did it make you feel? Mmm so definitely, like I said there used to be an amount of insecurity that I had when I was back in India. So there was this thing that only girls that are thin are considered pretty and stuff but once I moved here all that just went off for some reason. And again because of my height I am like way taller than the average Indian girl, so there was like this weird feeling when I was in India. I still love my height and I used to love my height before but now I like feel normal. More comfortable yeah, and there is no judgements about me or anything. **And why you do you feel like there is no judgement in New Zealand?** First of all when I was in India people used to tell me things, and here nobody actually tells you things, like you can do whatever you want and aah, again, I have my family here. The first thing they told me is people in New Zealand they don't judge you so it's a perspective thing, that's formed in our mind.

So earlier you mentioned something about media and India. Do you feel like there is a lot of influence? Ohh yes there is. So in India you find posters of everything everywhere. Even in like the tiniest stalls or the tiniest shops or anything there will be posters promoting something or the other. And mostly its about your fairness creams and stuff like that. With images of actresses on it. **So on some level do you think it has an impact on you?** Yes it definitely does. **So what kind of impact do you think it has on you?** Soo its like you're getting used to something, if you keep on pointing towards something and saying like okay this is like the perfect image, that's what happens. It's like the media

is trying to create this perspective of people like okay if you have this complexion and you are this type of fair then only then you are perfect. Like that's the standard of beauty. **And the models and stuff that are used in these ads are they all Indian?** Most of them are, mostly Indian celebrities.

And have you seen many ads in New Zealand? Umm not much, because the only place that I have seen ads is the mall, that's it, other than that not really. I used to watch a lot of TV when I was back in India, there used to be like ads in between shows and everything so because of that that had a huge impact and here I don't watch much tv, it's just a show, tv series or Netflix, that's it. So I'm not really that exposed to New Zealand channels and stuff. So I don't see many ads and there are no posters on the roads aswell. **So with the few ads that you did see, how did they make you feel?** Those were again just posters for clothing and stuff I guess. It was fine, it was nothing like huge, like I said in India, because I was exposed to like tv commercials and everything it didn't have that much of an impact. It just felt like okay this is here to show that okay this is the product and whatever. **So it didn't make you feel the same way the ads in India did?** Yeah and again if you see the level of media that is used in India, it is like way higher than what it is in New Zealand, the exposure that I am having.

Okay great so on that note I will show you some different ads that I have here, these are a few different beauty products. What is the first thing that you seen when you look at these ads? The first thing, definitely how perfect they are. Like how perfect their skin is and hair is and everything.

So um, would you be able to describe what type of products these are? So aah the first one is a hair colour and the second one is aah your moisturising cream, is it? I think.

And why do you think these specific models were chosen for that? So in the case of the first one, definitely because she has like really good hair and that's why they are trying to emphasise. They have made it so perfect like, kind of difficult to achieve without too many products and the second one again, its her skin. Again the age as well plays an important role because aah they cannot take an actress who is around 20 for a hair colour ad. For something that says no mess no greys. They cannot take an actress who is at that age. So yeah.

And what kind of people do you think these ads are directed at? In this case like, garnier colour natures definitely people who have grey hair, like no matter who you are you get grey hair but normally it will be like 35 and above. And here when you see fruit moisture perfect skin hmmm this would be definitely for the like 20's someone in their 20's and something like that.

Great, so what kind of message, so like what do you think this ad is asking or telling people to do? So in this one, definitely, they are saying that white hair is isn't good so you are supposed to cover your grey hair so aah and yeah. And so with this one it seems just that you should moisturise your skin and something like that, nothing to specific in this one. **If you moisturise your skin you get?** Yeah you will skin like that. Again Lakme is a brand that demonstrates perfect skin products so yeah. So if you use Lakme then definitely you will have perfect skin even in winters.

So when you look at this ad what is the first thing you notice? Definitely the models, not the products.

And when we look at these ads what kind of standard of beauty do you think is reflected in these ads? So its like the models here they look really perfect and I don't think that's easy to achieve. It's actually unachievable in normal conditions. **So do you think its not real?** yeah it's definitely not real, because again they use photoshop as well right, to achieve this. That cannot be done in real life.

So how does it make you feel when you look at these ads? Definitely that these ads are fake. **So you don't look at this and think I want to have hair like that or skin like that?** Aah no, so like initially as

a kid so basically in my teens or something I would have thought about that but I have even tried something like this, like the moisturising product. But now I know how things work, like and how unrealistic these things are then definitely not.

And would you feel differently if these models had different hair colour or skin tone or anything like that? Mmm not much because again, its about how perfect she looks. So even if someone has like a different hair colour or skin colour with perfect flawless skin and perfect hair with no strands flying anywhere then again that's unrealistic. So yeah, I don't think that would make a difference.

So people that decide to buy these products, what do you think it says about them? Soo it depends. So basically certain people that buy hair colour, definitely they want to colour their grey hair and they still want to look young and stuff like that. So basically they are trying to achieve unrealistic standards of beauty and some people might, so there might be people who use it because they want their skin to be not dry and have enough moisture and keep it hydrated and stuff. So yeah there might be that section of people. And then there might be some people who are actually trying to achieve that unrealistic standard of beauty. So yeah.

So when we look at these ads we look at them as Indians, because we recognise them, so you do you think most Indian immigrants or Indians would look at these in a similar way? Umm no. So it depends, on like what your background is and what your different perspectives towards ads is and towards media is. So it depends on that.

Do you think that all Indian immigrants would look at this and say that yeah, this is the standard of beauty that is being set? Mm I don't think so, no. Because again, its your perspective and the way things have been portrayed to you since the very beginning so it depends on that.

And how about if New Zealander were to see these ads, how do you think they would interpret such ads? I don't think I can say anything about that. **That's fine.**

So I am going to show you a few more ads now, so what is the first thing you notice when I show you these ads. Definitely her hair in this one and her skin in this one. Yeah.

So what do you feel about her hair in this? It's perfect, it's really perfect haha.

And what do you feel about her skin in this one? The same thing, clear complexion no marks, flawless and nothing patchy.

So these products we said earlier, these ads set a standard of beauty and that's the standard of beauty you see across most of the ads in India. So what kind of standard of beauty do you think these ads are setting? Again, I feel it is the same thing. If you see her hair is so perfect and her skin is so perfect so kind of unrealistic.

And do you agree with the standards of beauty that these ads are trying to portray? No, definitely not. **Because?** Because when you say that this type of hair is beautiful, like what about people who have really curly hair and people who have really straight hair? It's like even those are beautiful. Like the ones that have those tight curls, I really love that. And when it comes to skin, umm not just this but people who have freckles, like freckles can look really beautiful at times, so yeah. So what about all those features that people have, it goes to that.

So how would you feel if these ads, particularly the skin ads, showed those blemishes and freckles and pimples and any type of scarring? How would that make you feel? Mmm soo, when you say

pimples, pimples is basically a sign of unhealthy skin, so basically if your diet isn't healthy then that's one of the main reasons why you get pimples so. So other than that I would actually be happy if they end up showing the scar that the actress might have or freckles that the actress might have or something like a birthmark or something. That will be nice, because it will be realistic, because you know like having something like a birthmark is fine, and that kind.

And if I was to ask you which one of these ads appeal to you more for the hair product which one would you choose? Mmm I would go for this one (garnier) Because this is a more toned down version and this one is too much. Like there are lots of things going on, like it has hair flying and its too much.

And what if you had to choose a face product. Aaah the top one (Neutrogena). **And why is that?** Because this one just looks like too photoshopped and too unrealistic. Like come on, nobody can have like full white skin or anything like that but that one looks a bit more achievable.

Now if we look at these models, just the models, which of these models best represents your ideals of beauty? Mmmm I'll go for the Neutrogena one. **And why is that?** I don't know, she seems more simple to me. Like compared to all the other models. Because in this one the hair is too much, the skin is too much and this one seems too photoshopped. But this one seems more real and achievable.

Okay so which one would you least associate with beauty? Mmmm I guess it will be this one (Lakme). Because again, this one looks completely photoshopped to me, completely fake.

So essentially all of these products that are trying to change or enhance certain levels of beauty and there are a lot of other products that are in the market, especially in India, that are trying to change the way a person looks, for example, fair and lovely is a skin lightening product that is essentially trying to change the colour of your skin to be lighter so how do you feel about that? Ummm definitely not good. So the thing is certain people, like people who understand that okay this is just a marketing strategy and this fine, but then are certain people who get very influenced by it, like they end up getting very insecure about their complexion or whatever. But these people, these companies are just trying to sell their products but in the end it's the person who is getting affected so I don't think that's nice.

Is it something that you have used in the past? Uhh no so I basically I don't use anything specific because I have acne issues so the only thing I use is a simple sunscreen and a moisturiser. And that too is something that is recommended to me by the dermatologist, that's it, I don't use anything else.

So now that you have seen the difference in ads between India and New Zealand, how do you feel about these two ads. Do you feel different comparing the two ads together. Different in what sense? Like do you feel different about yourself or different in the perceptions of beauty or what people are trying to show off as beautiful? Yeah there is definitely a difference, but I don't think I will get influenced by this because again like I told you, If I was to be in my teens or something I would have actually followed these things. I would have actually, you know followed something that they show on TV and things like that but now when you know about things and how things work I don't think this affects me that much.

So obviously you are not at an age where you have to dye your hair but obviously there are some people would look at this ad and think that maybe I should try it and Indians specifically, would look at this ad and say I want my hair black but do you think they would look at this ad and say I want to dye my hair blonde? Aaah no, because like it is Indian beauty standards they like a proper black hair or else it might be like dark chocolate hair but it has to be something dark. Noone will go by blonde hair. **So you think the Indian beauty standard, no matter where you are stays the same?** Again it

depends, because even I went through a phase of wanting blonde stripes and even teal blue. So I guess it depends on what you are exposed to.

And what else do you think impacts how you feel about beauty, like you said what you are exposed to, is there anything else? Aaah if there is a video where the artist has blue hair or a movie trend will influence the person. And celebs like the Kardashians and the Jenners will influence people so yeah, everything actually in short, if there is something trending on Facebook, on Instagram and social media then that will influence the person. Its everything that's around the person actually.

Would you be more or less influenced buying something that is modelled by someone who looks completely different to you. Obviously less influenced because when you are buying something then you image yourself wearing it or using and I don't think I can relate to it then.

Do you have any last comments about beauty? Defintely, these ads they need to be a bit more realistic. Because if you look at all these ads you can clearly see that these are, up to an extent, like even if there are some ads that look realistic like the Neutrogena one, obviously we know that it is photoshopped because things cannot look that realistic. So yeah ads need to look more realistic.

Okay great, I think that's all today, thank you for your time.

Interview Transcription 14

Okay so what is beauty to you?

Okay for me as far as it goes beauty lies in your eyes but recently people are saying beauty lies in things like fairness creams or something like that. Even I do prefer. Even I do prefer, because back in India I did not prefer any foundation or any makeup but coming here I do prefer now. So for me I think the environment actually makes you the way you see the beauty. So it actually lies in your eyes.

So when you think about eyes, do you mean the actual physical appearance of the eyes or the way the eyes speak to you?

For me actually, mmm if you want to actually talk about beauty in your eye I actually think its about how you see people, that is what I mean. Whats actually inside. But when it comes to me, like everybody is beautiful but especially now I prefer makeup a lot, so I definitely look how beautiful the eyes are. Sometimes even colours or your eyeliner and how you have put your makeup on, everything matters to me.

And when someone says beautiful women what comes to your mind? Ohh I would like to look like her haha. That actually comes to my mind and definitely because I am very possessive about my looks and everything, I am quite obsessed with makeup and stuff so I definitely try to see oh what shade she is wearing or how her skin is looking and what can I do for myself, definitely. That matters to me haha.

And would you be able to describe if somebody asks something that you consider as non-beautiful or not beautiful? It doesn't matter to me actually. I have a few friends who doesn't like to wear makeup or anything but to me they have their own beauty. The way in which they dress up, because like me back in India I never preferred makeup so I see, that way.

And are there specific things that you would consider not beautiful? For example like in yourself or in other people? Could be anything like weight or skin or anything. Aaah not really, I don't actually try to look for those things.

And if we were to add the word Indian, what do you think of when someone says beautiful Indian women? Aaah traditional Indian attire, with the way that Indian women actually dress. That matters to me and comes to my mind. Like what she is wearing, like there I don't think makeup comes to me because those attire and everything already makes you look beautiful. Your earrings, your bindis and everything. So I think they look more beautiful that way, when it comes to Indian.

And if you were to imagine an Indian woman, what kind of hair comes to your mind?

I think most of the time only one thing comes to my mind and that is plaited hair, which is a little bit long, not the short ones. **So long, and what colour?** I prefer actually black, I think most of the time I think about it.

Yeah and how about their eyes? What comes to your mind? Black or honey eyes. And big or small? I think big ones, yes. **With like kajol?** Yes, definitely.

And how about their skin? What kind of skin comes to your mind? Most of the time like a wheatish complexion or because most of the woman in India are in wheatish. But actually there are more fair too so but I think I only think about Indian with most of the time wheatish complexion.

And so you've been in New Zealand for quite a while now, so you've had quite a bit of exposure, especially with your job, what comes to your mind when you think about a beautiful kiwi women?

Like if I asked you to describe just like you did with the Indian woman. Uhh most of the times when I see a kiwi woman, especially with short hair or till the shoulder length and to me they look beautiful. Especially with some light makeup. I actually think that that Kiwi women with less makeup look more beautiful, especially their skin colour. I actually like that. **And what kind of skin colour comes to your mind?** Fair, pale or fair. **And how about their hair, what kind of hair comes to mind?** Light in colour, most of the time and I think I haven't seen anyone, and mostly these days people are having streaks or some other colouring in their hair. But most of the time I think blonde colour. **And their eyes?** I haven't actually paid attention to it. Mostly I think they are light in colour but I'm not sure.

So over time obviously you've said you have preferences like longer hair and big eyes so what kind of things do you think have formed these opinions of beauty for you? Mmm I think somewhere what I feel is we are going for the fake beauty more rather than the inner beauty. This is what I actually realised, that these days people actually look for outer appearance more. Even I like, did not had this opinion earlier back in India, but I think yes, these days we prefer fair skin or without makeup I don't like actually going out without makeup. So this what I believe.

And so why don't you feel comfortable going out without makeup anymore? I think this is in my mind. Like I think most of the people look beautiful, most of the people I meet they prefer makeup and dressing well. So somewhere even I want to be one of them. **And you mean in New Zealand because in India they don't really?** Yeah they don't prefer. It doesn't matter to me at all, even leaving without makeup, just dressing well and walking out. That's it. **But in New Zealand you feel like you need to?** Yes definitely, I actually want to look better, yes.

So why do you think you feel this way? Is it the people? Yes definitely, because when I came to New Zealand I wasn't actually bothered. But actually working and meeting people, definitely, I wanted to look better in my appearance and in my presentation. So that I can be one of them, not feeling like I am not looking great like them. So this is why actually.

So is this a personal thing that you want to do? Or has somebody ever said to you that you should wear makeup or something? Once actually someone said, one of my friends I can't name her but she told me if you wear makeup you'll look more beautiful as you have fair skin and everything and you have long hair. Then I tried and now I am actually obsessed about it.

So what are some other things that made you change?

I am actually going out with people that are presentable and looking advertisement everywhere and everything. Even these days there are videos about makeup that are getting put on youtube or even on facebook. So sometimes I see and I follow those sites and everything and I think okay I should do that. So I don't know, I'm obsessed, can't even go out without it.

And apart from people that you know has anything else influenced your decision? Like you just said media, so is the people in particular in media or is the nature of media or? I think the nature of media, yes. And one thing I think people like to wear makeup, and when I walk with my friends outside and they're clicking pictures or anything they look beautiful. I used to never wear makeup at that time and I would be like oh they look beautiful in pictures so that came to mind, that okay, I should try that one too. So now I go out and everytime I look presentable, I'm ready to take a picture. So that kind of makes me. So somewhere these things, like pictures and social media is actually affecting me more.

And when you say you put on makeup, what type of things do you put on? I wear foundation, bb cream or foundation whatever the occasion is. If I am going to work I prefer less makeup, not too

much. So I just go to work with my BB cream or if I have any pimple or anything then just to correct it then yes, little bit of mascara. I don't wear eyeliner to my work. But some blush on and some lip balm. But the rest of the time I prefer everything. Like including bronzer and concealer and everything. I need everything, it should be perfect, eyeshadow and everything.

So if you were going to lunch with your friends would you put on everything? So if it is in daytime I prefer less makeup, not bronzer or anything, but yes definitely blush on and little bit of eyeshadow and eyeliner but if it's night, then definitely everything.

And so eyeliner do you put on the top or the bottom lid? I only put on the top one, I don't like the bottom one actually, I prefer only kajol on bottom, that's it.

And so you have said that media has influenced you into this, what about celebrities and everything? If you think back to India, did they have any influence at all? No not at all. I never thought about these things. Or makeup. Definitely not that I am going to try all these tricks and watching videos how to do it. And buying lots of stuff buying these things, never thought about it.

So only in New Zealand because of the people? Yes like everything around me, it made me to do that.

Did the New Zealand ads make you feel that way? I hardly see anything, it's mostly just the people here.

Great so I am just going to show you some ads here. So what comes to mind when you see these ads? Her skin, and her hair. I seriously want them haha.

Why do you think these people were chosen for these ads? I think they are already beautiful somewhere. And I have no idea why only these, there are more but I think they maybe perfect or something. Or maybe the camera made them look more beautiful.

Do you feel like there is a level of editing done? Yes, I think so. **And what makes you think that?** Because actually even I try adobe and everything so somewhere I know yes, this is some little bit of photo editing is done on these things.

Okay and what type of people do you think these ads are directed at? I think the advertising companies might have done it. I don't think so they may be that beautiful because I have seen the behind the scenes of advertising and the people who are doing those things so I don't think so, maybe just for the money.

So what kind of people do you think would buy these products? Who wants to look beautiful, like me ahah. Yeah definitely not the colour, but by looking at this ad I want to go for this type of hair style and ah her skin. I don't think so I can achieve that, I'm definitely sure there is photo editing but yes fair skin I want.

And what kind of message do you think this ad is sending? This one is actually trying to make people buy this product for sure, because everyone doesn't prefer colours I believe. And this one is definitely is saying if we put on some good moisturiser then we will get some healthy skin then this is what they want to say. But like people like me will not buy, because I am not sure about this product. Every ad is going to say that they are the best ones but not really, I am not too sure who would buy these products, not me. **And why is that?** I actually prefer other brands, so I will go for that one because I know that they will suit my skin more. Because my skin is very sensitive.

So when you look at this ad what is communicating to you? When I first glanced to them, only the models came to my mind, not the product. So I think they are emphasising more on models, I believe so.

And so by doing that they are kind of setting a standard of beauty because people look at these and like you said they want to look beautiful like these models. So what kind of standard of beauty do you think they are setting? Too high. Yes too high. And everyone knows that not everyone will achieve that. It's quite difficult, it's too high actually. Not really possible.

And do you agree with the standard of beauty they have created? No I don't agree actually, it's quite unreal.

So would you like to see her hair and her skin looking more natural? Yes, like someone like me. We can actually relate to it at all, seriously.

If it was more relatable would you be more likely to use the products? Yes definitely.

And when you look at these ads, now that you talked about the standard, how does it make you feel these ads? I think they are just money making. Because when it comes to someone like me when it comes to buying something I will use my brain. I will look behind to see exactly what the contents are because some things are harmful to me. So I think just a money making scheme, they want to sell it somehow.

And would you feel differently about these ads if the models had different hair colour or skin colour? Aaaah just because I am Indian, I would definitely like to go with the ads who have an Indian model. So that I can atleast I can have a little bit of relatively. So I don't thin so with any other hair colour or anything.

So you do you think that most Indians or Indian immigrants would look at these ads and feel the same way? I think yes, to some extent I believe will say the same thing. **Yeah so do you believe that most Indians think that long black hair and fair skin is considered beautiful?** Yes, definitely. **Do you think that changes for people when they move somewhere else?** Mmm I haven't seen, but yes definitely do change. Because people I know who are not living in India anymore they have changed a lot. So I think it is all about your environment and surrounds sometimes. They do change their perceptions.

How do you think New Zealanders would feel towards these ads? I think definitely because these models look gorgeous, so I think they will say the same thing. Like yeah, they are beautiful. Maybe some may like it, but I am not too sure because I have never asked anybody these things but I think some may like the black hair. Who wouldn't say they don't like healthy and fair skin so I think definitely a few people would say they like it.

Okay so I am going to show you a few more ads now. So what is the first thing you notice when you see these? Aaah her eyes, and her hair, the way that it is layered.

And how do you feel when you see these ads? Aaaah I actually like her eyes. Only the model, nothing else came to my mind. And about this thing, it was like this colour is not going to suit me, it came for my mind. Not for me. **So what makes you think that?** I think its not going to suit Indians, is what actually came to my mind. Because the skin colour and everything, her appearance is not at all made for Indians. And here I am not sure, because she is not an Indian. I wouldn't go for it.

And these ads are all very different, so what kind of standard of beauty do you think these ads are setting? Hmm I think, I cannot relate to them, to be very frank, as an Indian. But they are beautiful, they look beautiful as an individual but when it comes to me thinking about these things, they are sitting high. This Neutrogena one is quite natural, this one is a colour basically, not the way the hair is cut, its just not actually relating at all. So nothing comes to my mind.

So what do you think about the way they look? They look appealing to I guess other people. Not for Indians I believe.

And do you like the hair tone on her skin colour. I think it's quite light on her, I think she can actually go a little bit dark. She looks perfect for her but yeah, because her makeup and everything is not too highlighted but still I would say I would not buy a product like this. Because the product is not meant for Indian skin, they are already showing someone who is not Indian, so definitely. **So if you saw this ad in New Zealand?** I wouldn't go for it, no no.

So which of these ads appeals to you more for hair products. The garnier one

And which of these appeal to you for face products? The lakme one I prefer more.

And so if we look at the ads and we just look at the models which of these do you think best fits your definition of beauty? They are all looking beautiful but she looks more beautiful to me, like if you are actually asking me to choose one, I will choose this Lakme one. Because I like her skin a lot. I think because her face is highlighted more she is looking more beautiful, they have put less makeup on her and everything. Especially her eyes. She looks beautiful in this one.

And if you had to choose one that was least associated with beauty? Aaah just because I am an Indian, I would choose this one. The loreal one.

And is it because of the same reasons before? Yeah yeah, I can't relate to it actually.

Even though you would be less likely to see Indian ads and you would likely have more exposure to these western ads you still don't think it would change your opinion? No I don't think my opinion would change at all or anything. Because I can not relate to anything. Like this one wouldn't suit my Indian skin or Indian hair. Because I would prefer something that is actually showing that this is going to suit you like Indian. So that atleast I can have an Idea, that I am Indian and it will suit me.

So if these models had fairer skin, similar to your complexion, would that change your opinion? No, I don't think so. **So when you say Indian skin you don't mean the skin colour, you mean the skin type.** Yes yes.

So in India there is more this ideal for having fair skin whereas in New Zealand it's the opposite of wanting to become tan. So what do you think about this? I sometimes think that why people are wanting to tan. Because I also did this, I did not like it. I think you have such a beautiful skin colour why do you want to go for tanning. And when it comes to Indians wanting to go for tanning, I think maybe just a day or two but not after that. I think it would be like no, not really a great thing. You have something better why would you want to change that.

And how do you feel about people using fair and lovely and those other skin lightening products? I think its fine, because yeah you do get these people who get breakouts and things so its fine. I think wearing skin cream like fair and lovely or no marks or anything is fine by me.

And what about the more intense lightening, with the intention of permanent change? I think no. It's not a great idea. I have seen celebrities going for that but it may be they like that but I think you are actually damaging your skin and I think you actually look better before and you look beautiful definitely. But I think you are somewhere losing your originality, other than that, you have a healthy skin and you have blemish free and spot free skin then it's all good, you don't need anything else.

And talking about celebrities can you name a few you consider to be beautiful? I think aishwariya rai and shradda kappor, she is shradda Kapoor, I actually like her yeah. So these two come to my mind.

Do you have any last comments about beauty or anything? Yes I would say that just because I changed myself, yes, definitely coming to a different country and you definitely lose your originality. Like I have lost mine. Like I never wore makeup or anything but definitely I miss the old myself.

And if you were to go to India again to visit perhaps, would you still wear makeup everyday? I think yes, because I am so used to it. I keep on thinking how am I going to do these things back in India so it comes like I won't be the same after going back. I think yes, I would wear because I am so used to it. Maybe because I feel like I look better, like in my mind I am like I look better if I wear foundation or something. So I want to be more fairer now haha.

Okay great that is all for today, thank you so much for your time.

Interview Transcription 15

Okay to begin with, what is beauty to you?

Beauty is something um, which brings the experience of inner beauty out as a physical appearance. So obviously we need to be beautiful from inside, and we all are beautiful from the inside but we still want to look and feel good um from physical appearance and that's what the beauty is. It makes you feel happy and good. Umm yeah.

When you hear the term beautiful woman, what comes to your mind?

Hmm, that's a hard one. Beauty doesn't have to be just physical appearance. You know it can be seen from person to person. But yeah nowadays, the way how we justify the beauty is being changed because we justify the beautiful womens appearance if their eyebrows are done on a monthly base, or if they have makeup on their face when they go to work. Whether they have long lashes. People are now aware, especially women, they are very aware of what is going on at the moment. And people are trying, like women are trying their best to look different. And um, very competitive in a way, like there is a social comparison going on aswell so that's what beauty is about so. You know everyone wants to look good and at the best level so yeah, it's getting quite popular. You know like 50 years ago, when our parents were talking about beauty, they were not doing what we are considering beauty treatment as, they were just happy with the brows they had at that time. Or they were not aware of looking after their skin or doing facials or things like that. They were just doing things at home, like home remedies. Now things are getting changed, science is involved in beauty aswell and the all the skincare range, and the products we use that are more advanced and it helps with that. It's interesting you know, because nobody wants to age, they want to do something or have injectables, skin tightening and things like that are very common now I heard. Which I never tried but people are very into those things and that is all about physical look and that is what beauty is in their mind. Nobody wants to age, nobody wants to age and everybody wants to look good every day.

So you talked about social comparison and wanting to be different and standing out. So what do you think is creating this standard that everybody is trying to meet?

I think nowadays, people are following the trend. What is trendy in the market. So like I think in like 1990 there was a trend of having very thin, skinny brows. That was the trend. So there were so many women who actually overplucked their brows and unfortunately those brows are not growing back and now there is a trend of having very thick, wide, bushy looking brows you know and that has been changed. Every decade the fashion and the trend is changing. And nobody is justifying it but people are actually very aware of what trend is going on and they follow you know, Kim Kardashian all the Hollywood or Bollywood celebs and they just follow the trend. And people like to look beautiful and they compare their beauty with all those stars and celebs and that's how it gets justified. You know so people want thick eyebrows so they will tattoo brows or do henna brows. Or people who can't afford it will just use brow pencil and brow powder and still make those brows thick. So it's all about people do follow the trend, what's going on in the beauty industry. **And you think a lot of that has been set by celebrities and influencers?** There are a lot of influencers involved in this. Because people follow blogs and Instagram and even the facebook as well, whatever is trending people just follow nowadays. Whether it is Kim Kardashian or whatever people just follow and stick to it and they know yeah. The new movies or tv series and things like that, we all actually keep our eyes movies. It's not like I watch it that much but that's how the young generation follows the trend and obviously the beauty therapist will tell or guide, what will actually suit them aswell. It's not just about following the trend if it's not going to suit on you, your therapist might say, hey look, it's well and truly good but you don't have enough hair so we can't make it on you, even if it is a trend it probably will not suit you. So it could be either or but still people try to follow and they are aware of what is happening in the market, definitely.

So if you were to describe to describe some aspects that add to the negative side of female beauty, what comes to mind? Something you consider not beautiful? For me, I think, if someones facial hair is growing, I consider is as not acceptable. I feel like it's not beautiful because it comes as a hygiene and people can see on your face. And after certain age people have the problem, with like hormones they have very thick long hair coming out of their chin or under their neck and it could be hormonal imbalance but when it's there people actually see it and sometimes it looks like a man you know. And for some people, even woman, they don't feel like they need to do something or action it because for them it's okay, but whenever I see that, I feel sad that they have an issue but they don't actually want to take any action. Whether they can't afford it or they are afraid of the outcome. Like what if they try doing it and what if it comes faster or badly, but yeah. I feel like that person is not beautiful in my eyes.

Okay so now if we had to add in the word Indian, if you had to picture a beautiful Indian women what does she look like?

Beautiful Indian women would have nice thick brows to start with and it would be dark in colour. And aah, their eyes are always very glamorous, in terms of they have just something in their eyes. And they have tan/brown skin, olive/brown. Which I think is beautiful. The thing is being Indian woman and we don't get freckles and that's what people like. And long beautiful hair, like the hair quality for Indian women is like thick and dark. And that's probably what it is, they way how our eyes are different and our brows are different Indian brows being known as beautiful brows plus the skin atleast. Being Indian we don't age that fast as the western women would do. They age a bit faster is slightly thin, whereas Indian skin is thick and more resistable and yeah. And I think Indian women can say they are 10 years younger than what they actually are. I mean if they are 40 they usually look around 30 30ish. So I think that's a factor behind the Indian women, because they, even we don't look after our skin. Even in India that's the thing, we don't have UV rays coming down on our skin, whereas in New Zealand you know the sun is harsh and we have to protect our skin from UV lights and things like that so here people age a little bit faster. So overall Indian women is different, definitely different.

So if I was to ask you the same thing but about a New Zealand women. So if you could describe a beautiful New Zealand women?

I never thought about this haha. New Zealand or Kiwi women they do look after their skin you know, you can tell. The beautiful women you can tell that they have been doing the fillers in the skin, they will get the fillers, like lip fillers and undereye fillers. So yeah, I don't think they tell but you can see the difference. Because they hate to look old. Even at the age of 40. And obviously, it's reverse, for Indian woman at the age of 40 she would be looking 30 or 35 where there is a 40 years old Kiwi women, she will look 45 or 50. So it's really sad for them and they try their best to look good. And what I have noticed in terms of beauty is that beautiful kiwi women her hair will be perfect. Like blonde as. And that's the difference between when you look at you know, the perfect hair is the trend for the kiwis. So I don't think they do a lot about beauty but yes definitely look beautiful when their brows are done. They are now these days into the trend of brow tattooing and uh they are more into henna brows. But in terms of beauty, the beautiful kiwi women will be with the perfect hair and the brows. Whereas Indian women, our hair is like I said its literally, naturally the curly or thick and like uh we have enough growth. So I think Indian women they don't pay too much attention on their hair to be honest. Because our, as an Indian, our whole attention is on the skin on the beauty on the face, wherewas I think kiwis spend more money on their hair. I think that's what makes them beautiful. Even it is so expensive. You know, looking after their hair is very expensive but that's when, in my eyes, beautiful kiwi women is with perfect hair and the perfect brows. **And what do you think about kiwi eyes?** They all have blonde to medium brows right, so that's the reason why they need tinting done, they have to colour it. So that they can feel like their brows exist otherwise they have to you like pencil the brows or do the tattooing or something. But definitely, they need more maintenance to look more beautiful

everyday. And to hide their skin as well, even with the pimples and the freckles and all those things. Kind of makeup becomes quite necessary for them. Because they actually need it to hide the issues or concerns and that makes them beautiful. Because if you see Indian women, 50% of them, they don't even wear makeup. Hardly, maybe lipstick. Unless they are going out for dinner out or something like that, you know special occasion or something. Indian women will get nicely ready just for those things, not for everyday. Because we as Indians, we don't have anything to hide on our skin because it's naturally beautiful, on the other hand even at age of 20 these kiwi girls they have some discolouration on their skin or they have redness or blotchiness or so many problems on their skin. So even at age of 20 they want to wear makeup and even the makeup will be tanned. Because for them having the fair skin, they don't like it. They want to look brown, olive/brown and tan and that's the trend as well. They will use tinted foundation and use brow darkener. It's completely the opposite. We Indian women we want to look pale, and white and fair. In India, bleach is very popular. We bleach our skin, we bleach the hair on our face to look fair.

And what are your thoughts on this phenomena?

I think every woman is beautiful. Doesn't matter what skin they have, what colour they have. It's all about how you feel comfortable and confident and I think we shouldn't judge people. Like we shouldn't say that this should be the ideal look of the kiwi women or the Indian women, they all their own ways and style. And I think every woman has something that is extraordinary, that nobody else has. The way how they talk or the way how their eyes are or their smile. Everyone is unique. There is no similarity or comparison and I think that is the real beauty, because everyone is beautiful but we still live in this society where this social comparison is so bad. And some people can afford to spend money on their appearance and the look and the beauty, some people can't. They still look the same because they can't, but they are okay about it. And they are comfortable and confident in that situation because they don't have money to spend. But they will look after their beauty and their skin and everything like that as a treat. And they have little bit of money they will say oh I want to treat myself and oh, tint my brows or you know, just shape my brows. It's never been done and it's been 35 years, so things that they were aware and either they didn't have money or they were not aware of that, and they just don't believe in the social comparison and things like that so yeah.

So what kind of things for you personally have formed these ideas of beauty?

I think the way I was raised in India. Like I was raised with the social comparison. Everything is being compared, either to your neighbour or to your friends or even in your family and extended family and things like that. I think that it's kind of, that's where it comes from because it depends on what kind of society or the label you are living in. And that's probably where it came from. **Is it quite a vocal about beauty?** It is beauty. Because people actually notice everything. Because if you have a party to go to, you cannot have hair on your arms, because that's a trend in India. If you are going out to a wedding, you have to have your eyebrows done, obviously you need to get waxing and also you need to get a facial done for a wedding. And I'm not talking about the bride itself, I'm talking about the thousand women who is going to attend the wedding. They all will do all of these things. But then it depends how much money they can afford. So if they can't there are three stages like. Higher class, middle class and poor class. Poor class who can not afford, they just can not afford, they can't take out of their earnings right. So they don't care about this social comparison. When are talking about the middle class family, they do have money. So they will go to the beauty salon or the beauty parlour where they can go out and get these done at affordable rates. And even if the middle class if they don't have money then they will do it by themselves. They will buy the product, they will try it out and they will do it by themselves. But they have to do it. They can't just go out with the hairy hands or hairy arms. And the posh, the higher class people. They just go to the high end spa, where it costs them 50 times more than the normal beauty salon, you know for the same things but different way of status you know? But people will still do it, whether by themselves or by mobile beauty therapist who comes to their house, or they go to the middle range salon or the posh people go to the celebrity spas. The

thing is money, you can do it for 100 rupees but the same facial you can get for 1000 rupees for one facial. So that's the difference. The high end in Mumbai or whatever, they charge 20,000 indian rupees for one facial in one hour.

So back when you were there? Did you make sure to have all of this done? Yup, definitely. **And do you now, now that you have lived in NZ for so long?** Ummm, yes and no. Because when I was in India we had so many social comparisons in a way that you know. And I had time, because I was a house wife and still owning a business and it was different in a way. But I was in a beauty industry so I had to make sure that I had to get these things done. But now I am here and I have been here for 14 years and things been change. Initially when I was there then obviously I was worried about all these little things, but obviously now, as long as I manage to change your clothes around it's nothing. You know you can wear long sleeves instead, just hid it you know. Cover it up. You don't stress about it, because the lifestyle is different in New Zealand you know. Because we work full time, we have kids, we have social events only on weekends. And if you are working full time and you have all these other commitments in your life sometimes you just don't have time. And if you don't have time you just learn the way as how you can manipulate these things. But in saying that, yes, I do do the things I did back in India. Things has not been changed but the pressure of the social comparison and justification is not here. I don't feel like its here. If I go back in India I feel like I am not NRI. Because in India they feel like oh wow, this person is NRI so I should obviously look 5 times better than they look. But I feel like living in New Zealand it's the other way around. We are more cruisy and relaxed. We don't wear a lot of makeup. And in India, everyday makeup is very common and popular now and things like that you know. I think things have changed in India since I have come to NZ. So many things have changed the whole generation has changed over 10 years. **And do you think that's just a time thing?** I think it is just a time thing. Because in India they are just adapting to the western culture now. They are trying to be westernised and it is getting even worse in the case of the trends and the beauty but that's how I feel when I go back home. But over here it's okay, as long as your brows are looking beautiful. That actually structures your whole face and a little bit of makeup does the job. So in terms of obviously the facial, the manicure and the pedicure and everything. Yes obviously, I still do it because its required for the health and obviously with the weather aswell. In summer either you do it at home if you have time or you go out and get it done atleast like three or four times a year so atleast it looks fresh and tidy and beautiful. And same with the skin, I think it's important. Even in New Zealand we now know that the sun is just so harsh and it just damages our skin so much, so initially for 5 years I didn't actually look after my skin that much, even in NZ. I hardly used cleanser to be honest, I was just using the bodywash on my face. Because that's not what we used back home. Because we used to facial every month. Because that was the thing right. You need to do facial, brows and waxing so your beauty therapist will either come to your home or you will go to the salon. It was easy, even the pedicure as well. Pedicure was not everymonth but it was every 2 or 3 months I will get it done. And it was cheap and affordable back home as well because you can choose where you want to go. In New Zealand it's standardised you know the cost of things is very similar. There is a difference between the high end spa and the normal salon but still it is expensive so not everyone can afford but I'm sure people in NZ do look afte their skin by either being aware of it or you know this new generation is more aware of it. They want to look young or whatever as well. And I never looked into all these things, like use the expensive moisturiser, do this or do that until the age of 35. But now at even age of 20 every girl is aware of it, so that's the difference. Even the man. Even the man is aware of it aswell you know. They want to clean their skin and they want to use certain things. They use sunblock. It's kind of like an influence that is coming into the community, like we are to look after ourselves and that is what beauty is described as.

So I am going to show you a few ads here now. So what is the first thing that comes to mind when you see these ads? A beautiful women haha. And uh then obviously, I'm just looking at the women with the hair and without even looking at the description, obviously you can tell that it has something

to do with the hair or the brows. So the appearance comes into it. So I can see that it is for garnier so it must be for the shampoo or oil or something. Ohh it's a hair colour.

And what about this one here? Again when you look at it you can see the beautiful girl and the pottle of the moisturiser so it kind of, you don't read the description, it's the visual. First comes the picture then if you're interested then your eye goes somewhere else and then obviously you can see the pottle of the moisturiser and then you read the oh right, so it's a fruit moisturiser, like a moisture ad. So obviously it's for a moisturiser right?

So why do you think these models were chosen for the ad? I think because obviously this woman has the long beautiful thick hair and obviously that's what is coming out of, so obviously the brand wants to make sure that it shows the outcome of the ad. So obviously, they want to look at the result as the outcome. So that's why probably this one was chosen.

And what do you think about her hair? It's beautiful, gorgeous.

And what do you think about her skin? Umm, honest answer, you can't um see the skin right. You have to feel the skin. But she is looking young, that's what I can see. Over here it's like so obviously that's what is coming out of. They are trying to bring the skin out in a way that's why they chosen the young look.

What do you think these ads are asking or telling people to do? Well you need to read the description right, and this one says no mess no greys just beautiful colour. So this one is saying it is easy to use our product and it's not messy to apply on the hair and you can cover your greys. **So do you think they are trying to say that greys are a bad thing?** Well it's not a bad thing but people want to cover the greys, but people want to cover their greys. So what it is saying is if you have any grey hair then this will cover it without any mess.

So what kind of standards of beauty do you think are reflected in these ads? The appearance

And what do you feel about what they are trying to say about these standards? Definitely the appearance, the visual appearance. That's what comes out in terms of beauty. **And do you agree with the standard they are setting?** Umm yes, because that is what they are trying to bring out. I really like the ad of this garnier over this lakme, because this one is more visual and you can see beautiful long thick hair and there is no grey in it obviously. But this one is to do with the skin but again it is not as effective as the model. So obviously the appearance does matter. The way how the ad is being, even the image in being chosen.

And so how do you feel when you look at these ads? It's good, they are trying to solve the purpose. Everyone has problem with grey hairs or they have problems with skin and hydration and lack of moisture so obviously they are both fulfilling the need of the client.

So earlier do you think most Indians would look at these ads and feel a similar way? Yes, yup.

How do you think your kiwi clients would feel towards such ads? They would love it. Because they love the look of the Indian eyes, as I say it is beautiful and it is glamorous and different. And also um I think every women will be attracted to the things they don't have. They will appreciate somebody elses handbag, appreciate somebody elses hair. And that's what it is. If this ad is designed for Indian market, but obviously if the same model was here kiwis would love it. Because as I said, Kiwis love the olive skin, the different eyes and those kind of things.

So how would you feel if it wasn't an Indian model if it had different skin tone and different hair colour and ethnicity. Would you feel differently? Not really, because as long as it is solving the same concern and the problem of the client. As long as the other image which is replacing this image and she is still beautiful and has the same long beautiful thick hair and as long as the outcome which the company wants to achieve out of the ad, that's what matters right. So if the result is visible in the model's hair. Doesn't matter what ethnicity they use, it has to be eye catching.

So when you see ads in New Zealand you still relate to it and would use the products? Yup.

So I'm going to show you a few more ads now, what comes to mind when you see those two eyes? So again, obviously you are looking at the L'Oréal Paris so that means that you are looking at the hair colour again. So this is the ad for the hair colour obviously. And obviously this one I read the Neutrogena first and the model. So obviously this one, the hair model, is appropriate for what the trend is about right. So yes, you were right, I think I was wrong in the previous question. Because what you were targeting matters to, right? So obviously if this hair colour is because it is blonde right. Blonde will attract the kiwis, blonde will not be for the Indians. So I think the right model does play the good job and the role. Because the Indian features would not fit with the blonde, it would just clash. And Indian women would not go blonde, because, I don't think it's kind of ideal.

So if you had to pick an ad that appeals to you more for hair colour which one would it be? It depends whether I want blonde or black, so being an Indian, I probably would go for the black. Yeah, so this would appeal more to me.

And how about for the face product? I think I would go for that ad because she has like the glow and the charm on it.

And now if look at just the models here, which model do you think best represents your definition of beauty? So we are not talking about brands? **No no, just the models not brands or products or anything.** I think like the natural look in terms of beauty for me so I would say maybe this Garnier ad, because it's a realistic natural look. And that's what I believe.

And if you had to choose one that is least associated with beauty? In terms of beauty, yes this one. (Neutrogena ad). Because obviously it has to do with the skin, but if you had to look at the eyes and you look at the eyes and the shape of the brows and everything like that and identifying the beautiful women I would give this person last.

Okay so when I asked you to pick between the two skin product ads you still picked this one even though you consider her to be less beautiful? Yes, because as I said, like the skin is nothing to do with beauty, it's the appearance of the skin right. So how glowy. So it has nothing to do with the beauty of the model, it's to do with the skin but when it's the beauty, how do I say, when it's the brow model or whatever then that model has to be hot, because that is focus of what you are selling. If the eyes are not glamorous or flirty then it won't sell. But skin is something that you can just tell by the glow. The model doesn't have to be beautiful. But yeah photos can be edited, you can facetime it. I have never done that with my business because I like the pure result. I don't manipulate the image but nowadays that's what people are doing because they just want to fit the standard.

Okay, are you able to give me an example of a celebrity who you consider to be beautiful? For me, I like Priyanka Chopra, because she has really nice eyes and nice smile. I think smile is another factor of the beauty.

Great I think that is all we have here today, is there anything else you would like to say? I think the perception of beauty has been changed between living here for over 13 years. When I was India all I was doing was putting lipstick on when I was going out, even as a beauty therapist, over here even I work as a beauty therapist and I hardly have even lipstick. So I should, because people identify with the beauty therapist and that's what they teach here at the beauty schools that you must have makeup on everyday. And that includes the lipstick and the eyeshadow and the mascara and all those things. But for me I think Natural beauty is what's important you know. Because your customers and the women that you are surrounded with they are looking at your natural beauty and your inside beauty. And if you can sustain in a business being simple and not by looking all over the moon, then that's the reality, because every woman is wanting to look beautiful so that's why they come to me as a client and yeah, and obviously you attract those kind of clients as well. You know not the ones that get attracted by those glamorous makeup and everything. I believe in the universe and you only attract makeup what you put out. You won't attract a full on done up Hollywood celebrity, yeah because she won't like my appearance. And that is what beauty is to her and her identity. She thinks the beauty therapist needs to be more caked on than herself. So she would not be my ideal client because you look for something similar. You just need to have the same frequency then only do you get along well and it works.

Great, thank you very much for your time.

Hey, um, so to begin with, what's beauty to you?

Beauty to me? Oh about the physical appearance yeah?
Um, not internal beauty right? No.

You can talk about both if you want.

Um. Beauty, um. It's just like appearance, you know the skin - the skin, how you manage it and how you, um, do it. Don't really know the answer of that question, honestly.

Haha, that's fine. So um, maybe if I ask, what, like what do you think of when you hear the term 'Beautiful woman'? So like what kind of lady pops into your mind when you think of beautiful women. What does her hair look like? What do her eyes look like?

Um, so, when I was in India, I would say, Oh, that like, white womans are nice and they are beautiful. God created them as a perfect woman, because they got a beautiful eye colour, beautiful hairs, blonde hairs - **Blonde hair. Yep.** - and that sort of stuff. But um, but when I came here, I forget my own appearance, and because I - I so see white people everywhere and I don't care about that anymore.

Mmhm

And I would say, like, the internal beauty is more important rather than what you look - what you look like from outside.

Mhm, great.

And but nowadays it's so easy to change yourself.

Yeah, yeah definitely. You can just dye your hair, or put in contacts, or...

Yeah, yeah, and do your make up and all about time.

Yeah, so if I was to ask you some things that aren't ... Like if you look at a girl and you'll see something and you think, oh that's not very beautiful. Like, what kind of things are not beautiful to you?

Um, so if I see at someone and that person is not smiling and looking weirdly, and you know there is some people who look at you funny or they don't have a - they are beautiful, their skin is white, their eyes are blue, their hairs are blonde, but the way they talk and the way they look - they're - and they're not smiling and they - you know?

Yep.

Yeah, like I so see customers like that and I would so say, oh she's rude. - **Yep.** - But they are just so used to look the way they are.

So that kind of, not that smiley kind of - that kind of personality makes a person not beautiful?

Yeah, yeah like you know when you're not too welcoming, or something like that, you know?

Yep

I like the open, open, you know? Um, open minded or open people, you know? Who are very friendly.

Mhm. Okay and so what - what would happen if we added in the word, Indian. So like how would you describe a beautiful Indian woman?

How would I describe beautiful. And that's also about the appearance, we can't say, the beautiful who have achieved something, no?

Mm, if we talk like, specifically about appearance for like this, yeah, time.

Um, beautiful, um. I would say that beautiful Indian women, like a Priyanka Chopra

Priyanka Chopra, Yeah

Yeah, yeah, like a person who is beautiful inside and out outside and who is helpful to other people and who have a feelings. Like if you see someone who is sad, like then you feel sad as well because you are - and we are from India, and we are belong to the very, very religious part of the world. Where a lot of ah Gods that worships and stuff. So yeah, I would say the woman who is nice and who know - still know their culture when she is in over seas.

Mhm, yeah. So do you like the way she looks? Do you like her hair and her skin, and - yeah - everything?

Yeah

Yep? What about her do you think is very beautiful?

Um. In her body?- **yeah** - um, what's beautiful. Mm. Maybe the colour. Yeah, maybe the colour, because ev- like my friends who are Kiwi they just do a skin - **Tanning?** - tanning and stuff, to get the colour, who is like me, because I got that naturally.

Haha, yeah - yeah - you don't have to go lie in the sun to get tanned. And so if I was to ask you about the opposite, and ask you to describe a beautiful Kiwi woman, what would she look like? What would her hair look like, her eyes look like?

I don't actually think, what it matter how she looks like. Yeah I usually go how that person is inside than outside. But if I would say, the beautiful woman, then I would say, forget her names - her name, Jessi - Jacinda - I don't - **Jacinda Ardern? The Prime Minister?** - No no no, not that, she's an actress, and she used to be actress and she used to be very pretty. Um, I forget her name. - **What was she in?** - In movies. Her name start from J. - **Jennifer?** - I - maybe... - **Anniston? Jennifer Aniston. Is she blonde?** - Maybe, I can't actually remember, But yeah, the girl who got married to Harry.

Oh Megan Marcle?

Yeah I think she's - I would say she's very beautiful inside and outside. Yeah.

Yep, so she's um, she's very different to what you have described previously. Like she doesn't have blonde hair, she hasn't got blue eyes, she's got quite tanned skin. - Yeah, yeah. - So how do you feel about that?

Because, um, the beauty I did talk about, that was just outside beauty. Like I would say, oh that girl is pretty, she got a blue eyes, she has so pretty blonde hairs. But I don't know her, I don't know how she is from inside. Whereas I have seen a lot of her interviews and she don't have a blue eyes, she don't have a blonde hairs but she's still pretty from outside, and she's pretty and beautiful from inside as well.

Yep. Great. That's great, so um, what kind of things do you think have like, created this perception of beauty for you? Like you spoke about how like, you like, um you know when someone has blue eyes and blonde hair, like it looks pretty. Like wha- what makes you think that? Why do you think you think that looks pretty?

Hmm. Because in India it's um, in India, if you go to India, no one has blue eyes. And if you go to India, no one has blue - blonde hairs. So I born there where I have never seen that kind of people. And people used to think, oh that's like an angel who looks like that - who have a blue eyes and if in thousand people one of the girl have blue eyes, they would say, oh she got a blue eyes, you know? Or she got a brown hairs because everyone have a black hairs. So I born in a community, in a place like in India, um, white colour is symbolized as a beauty.

Mhm yup.

And if you have brown - everyone has brown colour in India but still there is a brown and there is a little more and everyone thinks if you're white, it's you know? - **Better.** - Better, - **yup** - and you look pretty, and beautiful - **yup** - even though how you are inside, it doesn't matter. And if everyone have a arranged marriages and if you have a white colour you get a lot of um - **proposals?** - proposals and if you have a brown colour you get less proposals, even though if you are sisters. I have seen two sisters in my neighbour in India, and then it was hard to get married for the brown girl, but it was easy to get married for um, the white colour.

Have you seen the movie Vivah?

Yes

Yeah, so you can see in that where um, her chachi the that white girls chachi she's saying just because my daughter is brown - **darker skin yeah** - it - that's why she's not getting much proposals - **mhm** - and you should save some dowry? for her blah blah blah. - **Yeah** - You've seen the movie, right?

Yeah, so, how do you feel about that thinking? That, you know, um when you're fair it's better, like you're prettier? Like do you agree with that or do you..?

Ah, I personally just hate it. Because I would feel, um, it does not matter. Like how you look like from outside. I would say, say if you have a partner right? – **Mhm**. - And it does not matter how that person looks like. What if you have a white pers - white guy but he's just doing so much domestic violence with you at home. And not making you happy, and um, you know? If he, you know hits you then what is the point in his beauty– **Yeah**. - And if he is brown but he's looking after you. Whatever you wanna buy, he's buying it for you he take care of you, then it's, you will - even he's not pro - pretty from outside you will love that guy, because he made a space inside you - if you have arranged marriage, no? – **Yep**. - So that's the difference I would say. But my mother followed that thing and, I don't know like I - my mother used to say, oh it does not matter how the guy looks like, so he should be just respectful. So my ex was not looking um - he was not um, so handsome, like he was brown but not very brown. – **Yep**. -

But he did not, um respected me. But I followed my mother because she said it does not matter if the guy is brown, he should be respectful. But he was brown but he was still not respectful.

- **Haha yeah** -

So it just depends how that person is, you know? Yeah we can't judge someone with their brown or white skin, because some white skinned people are bad inside but some brown people skin are also bad inside. You know?

Yeah and some white skinned people are really good inside - yeah - so it doesn't matter.

My mother is um, have a very very white skin, whereas my dad he's brown. So I would say my mum, she's more calm, nice, respectful towards my dad, than my dad. - **Is, yup** - you know?

Yup, but do you still feel like, when you - when you look at - like if there was like a - a room of girls. Like would you still be more like oh that fair skinned girl she's pretty. Like just naturally, like you just get drawn - yeah - yeah.

It of course comes - when you - when you see someone like, if I serve people I would um, see a girl who was very pretty, oh yeah did you see the girl? She was pretty. Yeah that kind of things come but it also depends how you see at people. Like, I would say, oh that guy is handsome. But sometime my friend would say some guy too handsome, or a girl too handsome, but they are not white.

They are not like, it - just everyone has a different choices she would say that girl is very pretty like she said to me before, she said, oh that girl is so pretty, she is so beautiful. But that girl was not white, and that girl was like dark you know, so it just depends how you like things everyone have a different choices and different - maybe I will see a girl she's pretty but you won't think that she's pretty and you see someone that's pretty but I don't think she's pretty.

So do you think your opinion of this beauty has changed a little bit since coming to New Zealand? Like you used to say like you like obviously in India no one has such fair skin, such blonde hair, such blue eyes. But you come here and like everyone's got it, like - yup - it's everywhere. So do you think your perception has changed since coming here?

About looking at people?

About like how, how beautiful like that is, do you think it's. Now do you look at - you're like, oh it's you know, everyone's got it, like it's okay, it's normal. Or do you still think that's the ultimate..?

Yeah I think now, like since I'm here, like in India I had a craze that oh she looks pretty, blah blah blah. But now when I live with Kiwis and I'm around white skin all the time I don't feel like that's much like very very good. And now like, we we are - in New Zealand there's everyone, so all skin type colours and everything. So I don't feel any change and I'm just mixed up and I don't feel any difference I feel like everyone is same. Because in India there is everyone - a lot of dark people, but in here there is less dark people. So I'm the darkest one in my - at my work, so I don't feel any difference, you know?

Yup. Did you feel any kind of like - did you feel self-conscious or anything when you came here because everyone was so fair or like did you feel different?

Um, no. - **No?** - Not rea- maybe little bit when I first move in. That oh that person is so white. But later on it started getting change because my eyes are so used to see white people and it's now I don't feel any difference between me and them.

Mhm yup. Especially because they- they too don't want to be fair. -Yeah - A lot of them want to be darker skinned.

Yeah and then you just feel lucky that you already got it.

Yeah and at this, like you know, like, in New Zealand everyone's tanning to get darker whereas in India everyone's putting on fair and lovely- yeah - to get fair. And what like, like what do you think about that? What do feel about people wanting to change the way they look?

I think no one is happy where - where ever they are. If someone is black they want to get um white, and that someone who is white they want to get dark. Someone who have a different hair colour they want to have a black, and the black hair people want to have a blonde hair colour. You know? No one is happy the way they look naturally they just want to change themselves, they think that they are not full. - **Mhm yup** - I think that's the reason why. Because sometimes you put photos um, because they have a lot of make up on in India and you put a photo and then, they actually look more white than the Kiwi people sometimes because they - of the make up. So yeah I think no one is happy the way they look they just want to change themselves, and they think that, if I would have a brown hair I would look more pretty and and the, yeah I don't know. All of my Kiwi friends change their col - hair colour to black and I want to get blonde.

Mm yeah. Would you consider changing your hair colour?

I do want to do that but my hairs are so rough and they're so dull. So um, the people who do hair colour they recommend me not do hair colour. So I just apply Henna.

Okay. Great. So I'm gonna show you a few ads now and just ask you a few questions on these. So I've got an ad here and an ad here.

So um, what is the first thing you notice when you see these ads?

They're just advertising their stuff. Yeah, and they're making the models, which are very famous in India to make ah - to sell their stuff fast. I would say.

And like why do you think these models were chosen for the ad's.

Because if they choose those models then their stuff can sell quickly because they are so famous and they're - everyone just listen to them and just do it and they are just pretty and... yeah.

Yep. So like when you looked at this ad what is the first thing that caught your eye?

These models. - **Yep, and what do you think about these models?** - Well they are- they are very famous, and um - I think her name is Karishma 17:59) **Karishma** Yep, so um, yeah I straight away went to look at her and her hairs. Which was curly, yeah. - **Mhm and do you like the way she looks?** - Yeah. - **Mhm, and what about this one here, do you like the way she looks?** - Yup, she's - um really pretty as well.

Mhm. So what - like what do you think these ads are trying to ask people to do?

Just buy their stuff. And use them.

Yup, so these ads in a way, they're kind of setting like a standard of beauty. Um, you know by saying that this is - this how you should look. Do you agree with what they're trying to say? So like here they're saying that you know long, thick, black hair is beautiful. And here they're saying clear, fair skin is beautiful. Do you agree with the standard that they're setting?

Um, not really, but they are advertising their stuff. So they can't put someone who- whose skin is not moisturised because they are obviously advertising moisturiser. And with here they're advertising the like the hair colour stuff, which is black so they can't put, you know, the colour hairs which are, you know?

Yep, would you feel differently if the - these ads had different hair tone and different skin tone?

But no one would buy that stuff it was the case. **Yup. So if she had blonde hair would no - no one would buy it?** Because the- obviously they are advertising the black colour. No mess, no grey. Just beautiful colour. I think it's a black one. **Yup - so - but if it - like for example if it was blonde.**

It was um - that thing was for blonde? Yeah, yeah in New Zealand of course. But in India no one really had blonde hair. Black is so common. Yet maybe people - nowadays people do so yeah it would have been fine.

Mhm and what if they had a darker skin tone?

Hm, that's a tricky question. Yeah I would - I would go for that, but when they put the photo on, I ah like, I'm not 100% sure if that colour girl has exactly same colour as that. They just fill the colour with the, you know, brightness on the things. Um, yeah I would have gone for it. I would have still buy the thing if you wa - if I want to buy it. - **Yeah, so what kind of people do you think would - would buy these products?** - If they had a - ah if that was a dark skinned girl here? - **Mhm, or if just -like if someone looked at these ads and then was like, I want to buy this product. What - why do you think they would buy it? What do you think, they're thinking?** Mm, if it was me, I would just look at the product and buy it. I won't care about anything else. Like if they are saying, oh that's a moisturiser, and it moisturise your skin for 12 - 12 hours in winter. I'll just buy it because in winter I'm getting a moisturised skin for 12 hours. I would go for it. And for that one, the people who have um, white hair, and who, yeah, getting a gray hair. That kind of people buy it. Why would some other people buy it, if they don't need it..

Yup, so like you talked about how like Indians for example, you know, it's not common to have blonde hair and it's not common to have, um like such, such fair skin. Like how - Do you think they would look at this and think the same thing? They would be like, oh I also want to have black hair like this , I also want to have skin like this. Do you think it's like a common thinking among Indians?

Yeah everyone wants that. Everyone wants to have a white skin. I'll give you an example, like. In India we have such, such time, that we do so many things to our face, and we- Like when I was in India I would use to apply s - um, just ah, not to make my skin white, but just for keeping it, um, nice and tidy. I would apply so many things, and , like Multani Mitti or - or like face packs and stuff. But since I'm here I never done anything, because I don't really have time. But in India, like people do so many things. Like my friend used to apply a pack everyday. **Mhm.** Everyday to get um, fair skin or look pretty and stuff like that. So everyone just want to do it, because they have time.

Mhm. Yup. And what about if like New Zealanders saw this - these ads? Do you think they would feel like they should buy these products? Because obviously these models are Indian, you know, it's a very Indian market that they are trying to target. But do you think if a New Zealander saw this they would want to buy it?

I don't think so because sometimes some people are quite racist and they would buy the things which are promoted by the like white womens, english womens. It does not matter how they, yeah like even the Maori. If they advertise it they will definitely buy it, but I don't think they will buy things if they are advertised by Indians. Because sometimes some of them are so racist.

Yup. Okay, and so I'm going to show you a few other ads now.

So what- what do you notice when you see these ads?

So our Indian models try to make their skin brighter in the advertisement. **Mhm.** And these white women made - made their skin dark, to make the advertisement. That's what I noticed first.

So what do - how do you feel about these models?

Mm I don't know them. **Yup. Do you like the way they look?** Sure. **And how 'bout the products?**

Like would you feel comfortable using these products? Yeah, if I need something I would buy it. I won't matter. Just because I'm in New Zealand, I don't really care. Like I don't even use much Indian product. Like if you see there, I use sushida, and I'm- . I don't know where it's from. And I just use it because I like it. And if I want to have something, and if - if I ever have to have a hair colour, then if I want to have it, I'll just have it. And same with that thing if I want to have it, I'll just have it. But I'll make sure that it does not skin my - does not make my skin more dark. Because some of the moisturiser does. **Mhm. So you don't want to have that kind of different skin tone?** Yeah, I - as I said before, like the person have a dark skin, they want to have a lighter one. And the light one want to have a dark one. So I definitely don't wanna go for dark wanna have dark for myself. Because some of the moisturiser have - my friends use them - they have a - something in them, to make your skin ... **-Tan?** Tan. So they use that moisturiser all the time. And if someone asks, oh why is your skin that tan? Oh we use that moisturiser. So I just make sure, because I think my skin is perfect colour and I don't wanna change it.

Great. So if I was to ask you based on just looking at these ads, if you had to pick? Like if you were like, in the supermarket or whatever, and you saw these ads. And you had to pick, um, a hair product, out of these two ads, which one would you choose?

Mmm, I don't know that's really difficult question... I don't even know, honestly. Oh, I would go for, Lakme because I like - I think Lakme is nice. But I think they both are just - but Neutrogena is also nice. So it's kind of hard to decide but I would go for that one. **For hair colour?** Yeah for hair colour. **Yup. And for moisturiser?** Moisturiser ... yeah I would - I can go for that one as well. It's fine. **Yup. So you'd go for the Loreal hair colour and the neutrogena?** Yeah, yeah I - I don't - personally, don't like both of - both of these companies. But, um, yeah I would go for that one. But for that I like both of them.

Yup. So now if we just look at the models. Like, if we don't worry about the product, or the brand or anything, just simply the models. Which of these four models, best fits your definition of beauty?

Maybe her. **The neutrogena ad?** Yup. **Mhm. And why do you think that is?** I don't know. She looks more natural. Um, whereas she does not look more natural, she looks kind of, you know, scary. **Yup.** And, whereas, um, - **the Lakme ad** - in this one she just made her skin look so more bright - **yeah** - so and - **it doesn't look real?** - yeah does not look real. And she is little bit real, and little bit not. **Yup.** So she is quite - I would go for her. And her - **yeah** - but she's not natural either, you know? **Yup.** She's - that's not her natural colour. Um. So yeah, maybe if I go - pick - first one, maybe day - Day Two. **Yup.** Yeah Day two. **The Garnier and the Neutrogena?** Yeah.

Great. And what if you had to choose, like, one that you don't think, like, you least associate with beauty?

Maybe her. **The Loreal one?** Yeah. **And why is that?** Because I - I don't know, she's just not natural at all. **Yup.** Yeah her eyes, and her hairs, and yeah, her lips, yeah.

Okay. And so, like, we talked about how this, this is setting a standard of beauty in India. You know, like you wouldn't see these ads in New Zealand. And like, these ads, you wouldn't see in India because no one would - do you think people would buy these products if these ads were shown in India?

Ah in India if you see the ads, a lot of ads are nowadays advertised by white womens as well. It's not just al, um - Yeah in the Garnier packet or in some other packet it's not just only Indian females on there. It's the Kiwi, as well. But in Kiwi, or um, in English products you won't see any Indian women. Because in India it's so much perception that white person is good, you know is good looking. **Yup.** People go for it. **Yup.** Like in our Bollywood industry, there is, um, a lot of English womans like, Katrina, and Jennif - um - **Jaqueline.** Yeah, and a lot of others. But in ah, Hollywood, it's only Priyanka - **Yup** - So they accept less of us, but we accept theirs a lot. **Yup.** So there is a lot of models - English models, in Indian media, but um... **Yeah.** Yeah, people - people still buy. If they wanna buy it, they buy it. Like if that advertisement is in India they would buy it, but the advertiser won't make her skin tan.

Yup. So if her - if these ads as they are were shown in India, you think people would not buy the products?

I - I would say that, that ad will work. Because they are not looking at the skin colour they are looking at the hair colour. People will still buy it. But in this one, oh, people can still buy it, it's not a big thing. But it's, yeah it's kind of hard. People would rather go for that one. Because sometimes think, oh, maybe that will make us, fair.

Mhm. Yup. If this lady was, you know like, for example, this lady with blonde hair, if she had fair skin, and this ad were shown in India. Do you think people would be more likely to buy it?

Yeah people - some of the people can. But it's - that ad is more dedicated to the hair colour. And I don't think it does matter how your hair - your skin colour is. So yeah, but some people. I would say 10 - 20 % people will still buy it. But like 10-20% people will more buy it because her skin colour is white.

Yup. So like when I was speaking to you earlier about describing like a - you know your - like a beautiful woman - So you've been in New Zealand for like 5 years now. And you've seen, you know, what you used to think was like an angel type thing, you see everywhere now. And do you think that has changed your perception because you see it so much?

Yeah I had a craze for seeing and craze for single white women, and work with them, and you know? When you never, like I have never seen any foreigner woman when I was in India because I was in a small town. And no - no one come from, like, you know? I'd never seen a white woman until I come here, and until the airport. So I just had a craze to work with, live with, and see white womans and stuff. But now I do it so much and I have a lot of Kiwi friends and now it does not matter to me. And now my - that craze is gone. Like you have a craze of going overseas. **Mhm.** I had the same craze of going overseas. Now that is finished. And sometimes I wish I would have never come to New Zealand. Sometimes when I'm done with life. So yeah, that of course has changed. Because what I wanted I have done it.

Mhm. So do you prefer, like now would you consider like Indian features, Indian - You know like Indian girls look very different to Kiwi girls, What do you still think is prettier between the two?

Between the two? **Like when you were in India you used to think that the foreign is definitely prettier, because you never saw it anywhere. Like now what do you think?** Now what I think who is prettier? **Yeah has it changed? Or do you still think the same? Or...?**

Um. I think still it's - it's um. I would go for like a mixture. Because there are some white people, who are white, but they are not beautiful, because of their features and because of their appearance, sometimes they have a black dots, sort of a lot of things. So yeah I - still it's they are beautiful but I would go for like the middle. Because some people have a - ah, some kids are Kiwi-Indian, yeah I think they are more prettier. Because they are mixture. They are tan, and they are not black, and their features are nice. And they are just a mixture.

Mhm. Do you prefer Indian features, over... cause like Indian - Yeah, yeah Indian features are always good. But if you see like, some of the, some of my, ah, friends like, who I used to work with. They are Kiwi, but their features are, they are white. But their features are still very good. Yeah our features top up because our skin is little dark. Their features don't come out like it doesn't show because their skin is so white, and they just go into it. **Yeah it just blends into one.** Yeah, yeah.

Great. Well I think that's about - do you have any last comments of how beauty has, for you, changed, over the years?

Um, for me, um. If I say myself personally, like, when I was in India, I used to live with my parents. I used to have a lot of time. No stress, no worry about friends. And I used to look after myself alot. And I would do a lot of - apply a lot of packs and do things like that. And my body shape was good. But over the years I did not care about myself, did not - I did not have much time for face packs and things. Did not have much time to look at my body. Um, and I just gained a lot of weight and, over the years and years. And if I was over there, in India I would just look after my body and it would have been in shape and stuff. That's how in years it got changed, because of fast food and stuff.

Yeah. Do you prefer, like, cause in India, a lot of the body shapes are quite skinny, um sometimes. Like it's - Just for the girls who are not married. **Yeah, yeah, and here it's not skinny. It's more like toned and muscly, cause a lot of people are quite athletic. So like what do you prefer? What?** Like when I was in India, my parents are actually both fat. And I was the skinniest one, I was only 36 kgs when I came to New Zealand. And now I'm 55. Um, when I was living with my parents I never

used to think they are - that they are fat. Because everyone in India after marriage they get fat. And no one worries about getting slimmer. No one look after them. There is no much gym in in my town especially. And if they are fat, they are just fat, and people just say oh, after marriage she will be fine. She will get fat. So, but when my parents come - because I was so used toned bodies and like my friend would say, oh your tummy's getting bigger, you should go to gym. And I used to go to gym and would see a lot like - when I was going to gym, my only thing to consider was my tummy. But when I went to gym, I saw myself whole body. And I saw how many things I needed to be changed. Yeah I need to have muscly arms and my hips are small, and I need to be - make my legs big, and my hips big, and it's just not my tummy. It's everything. And, so I used to that - see that things a lot over the three years, and when my parents came over the first thing I saw, is my dad. "You're looking so, so black, what did you do?" And when I saw both and I was just like, you guys are so fat. Like you guys need to do something about it. Like you guys gonna get a lot of medical issues if that's happening. So like, when I was living with them, I did not feel that they are fat. But when I saw them after so many years and I lived with fit people, who are not that fat. They was looking so fat, you know?

Mhm, so you prefer looking this way because you are so used to it now? Yeah. Yeah, yeah, and I feel like that's healthy as well. **Yup.** It's not good if you are fat, and I think that if they change their lifestyle that's helpful for them. And when, like I started gym recently then I quit. Because of the time periods, because I had to study as well, and work. I stopped my study but I have to do ails Um, but if I do get time, I would look after my body because that's the thing which will gonna be with you day end. Like, that's so healthy for you. Like when I went to gym I would work out for one hour and whole day was smooth and relax. And if I won't go to gym, my legs will be sore at work. You know I think that's very healthy lifestyle, and that's so good. In India people die in the age of 60, or 55. **Yup.** And in here you will see people don't die about till a hundred sometimes.

Yup. Okay. Well, that's great. Well, thank you very much I think that's all.
You're welcome.